

SUNBEAM BUYS SPONSORSHIP IN 'TODAY' PROGRAM
AND 'TONIGHT SHOW STARRING JOHNNY CARSON'

FOR RELEASE MONDAY A.M. NOV. 4

The Sunbeam Corporation has purchased sponsorship in NBC-TV's "Today" program and "The Tonight Show Starring Johnny Carson," marking the third consecutive year in "Tonight," it was announced jointly today by William F. Storke, Director, Participating Program Sales, NBC-TV, and B. H. Melton, Vice President and Director of Sales, Sunbeam Corporation.

Sunbeam will advertise eight products on both programs through December, 1963. On the "Today" show, of which Hugh Downs is host, Sunbeam is presenting campaigns for its cooker and deep fryer, percolator and toaster. On the "Tonight Show Starring Johnny Carson," Sunbeam's multi-cooker frypan, Lady Sunbeam shaver, carousel rotisserie broiler and Sish-kabbober, Sunbeam party grill and Sunbeam shavemaster will be advertised.

The Sunbeam order was placed through Perrin & Associates and Foote, Cone & Belding, both of Chicago.

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NBC COLOR TELEVISION NEWS



November 1, 1963

WALTER SLEZAK AND MAUREEN O'HARA TO STAR IN "A CRY OF ANGELS,"
LIVE DRAMA OF CRUCIAL YEAR IN COMPOSER HANDEL'S LIFE,
IN COLOR ON "HALLMARK HALL OF FAME"

Walter Slezak will star in the role of composer George Frederick Handel in "A Cry of Angels," an original drama to be presented live Sunday, Dec. 15 in color on NBC-TV's "Hallmark Hall of Fame" (4-5 p.m. EST), producer-director George Schaefer announced.

Maureen O'Hara also will star, portraying Mrs. Cibber, who befriended the composer during a crucial year of his life, in which he wrote the monumental religious oratorio, "The Messiah."

The teleplay, written by Sherman Yellen, tells of the year when the noted German composer, on the brink of a total nervous collapse, shut himself up with his music. He spent long periods of time in religious contemplation and, ultimately, composed his best-known work, "The Messiah" -- the story of the life of Christ from birth to death to Ressurrection.

Sherman Yellen is a 30-year old New Yorker who has written a number of plays for television and the theater. His "New Gods for Lovers," based on a court murder during the reign of James I, is scheduled for off-Broadway production later this year.

"A Cry of Angels" will be preceded in the "Hallmark Hall of Fame" drama series by Sidney Kingsley's prize-winning Broadway play, "The Patriots," to be telecast in color on NBC-TV Friday, Nov. 15 (9:30-11 p.m. EST). It will star Charlton Heston as Thomas Jefferson.

2 - 'A Cry of Angels'

Another 90 minute historical drama, Robert Sherwood's classic "Abe Lincoln in Illinois," will be presented Wednesday, Feb. 5, 1964 (7:30-9 p.m. EST) with Jason Robards Jr. in the title role.

The "Hallmark Hall of Fame" series is sponsored by Hallmark Cards, Inc., (through Foote, Cone and Belding).

PROGRAM HIGHLIGHT -- DEC. 15

HALLMARK HALL OF FAME: "A Cry of Angels."

Walter Slezak and Maureen O'Hara star in Sherman Yellen's original drama about a crucial year in the life of composer George Frederick Handel, during which he composes "The Messiah." (Color)

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NBC-New York, 11/1/63

NBC COLOR TELEVISION NEWS



November 1, 1963

ATTENTION, TV EDITORS AND PHOTO EDITORS

TIME CHANGE FOR 'THE ARTHUR GODFREY THANKSGIVING SHOW'

The NBC-TV color broadcast of "The Arthur Godfrey Thanksgiving Show," originally announced for 5:30 to 6:30 p.m. EST, has been rescheduled for 10 to 11 p.m. EST, on Thursday, Nov. 28. It will preempt "Kraft Suspense Theatre."

NBC TELEVISION NETWORK NEWS

November 1, 1963

FIVE SHOWBUSINESS HEADLINERS ADDED AS INTRODUCERS FOR 'THE BEST ON RECORD'

Bob Newhart, Jo Stafford and Paul Weston, Allan Sherman and Eddy Arnold will be among the recording artists who will serve as introducers on "The Best on Record" -- full-hour special saluting past Grammy Award winners on NBC-TV Sunday, Nov. 24 (10-11 p.m. EST).

Frank Sinatra, Sammy Davis Jr., Andy Williams, Dean Martin and Bing Crosby, all previously announced, also will serve as introducers.

These artists will present 24 of their recording colleagues who will either sing or play the musical number for which they won Grammy Awards or with which they have become identified.

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

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ROBERT W. SARNOFF TERMS THE FLOWERING OF GLOBAL TV VIA SATELLITES
AS "EXCITING PROOF" TECHNOLOGY HAS BEEN "MASTERED" FOR INSTANT
COMMUNICATION OF SIGHT AND SOUND BETWEEN EARTH'S TV SYSTEMS

FOR RELEASE MONDAY, NOV. 4

BOSTON, Nov. 3 -- The flowering of global television via Relay and Telstar was described here today by Robert W. Sarnoff, NBC Board Chairman, as "exciting proof" that the technology of instantaneous communication of sight and sound between every television system on earth has been "mastered."

Mr. Sarnoff was the speaker at the 83rd Founder's Day Convocation of Emerson College. He received an honorary degree of Doctor of Literature from Emerson, and in a separate ceremony was given the Joseph E. Connor Memorial Award for 1963 by the school's Phi Alpha Tau fraternity.

Successful operation of the communication satellites "gives reality to some of the myths and fancies mankind has cherished through the ages -- the flying carpet, the crystal ball and the genie in the lamp," Mr. Sarnoff declared.

The rise of television in so many countries, coinciding with the perfection of tape and film and the advent of the jet age of transportation, means that "the era of global television is here," he said. With it has come the realization that what the medium has already achieved in this country "is but a hint of its potential as a great force for knowledge in all countries," he added.

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Expanding on the theme of television world-wide and domestically, Mr. Sarnoff made these additional points:

"With the development of television throughout the world and the rapid growth of international program exchange, all broadcasters are under increasingly heavy responsibility to assure that the resources at their command are used in a spirit of goodwill and wisdom.

"In our country, where the broadcast media reflect the nature of our society itself, the responsibility is not the broadcaster's alone but is shared in varying degrees by all who are committed to free and open communication among men and nations."

Turning to another area, the NBC Chairman said that the government, in exercising its regulatory power, "must be wary of any measure that would impair the interaction of the broadcaster's freedom of expression and the public freedom of choice, or would undermine the medium's economic viability." He asserted that government "must encourage the broadcaster's journalistic freedom and enterprise by removing existing restraints from the full coverage of political candidates and issues." Similarly, Congress and the courts, he said, "must further encourage the medium's role as an instrument of democracy by granting it full access to legislative and judicial proceedings."

In this way, "television can go wherever the public is admitted, to bring the eyewitness experience to all," he declared.

On educational television, Mr. Sarnoff took the view that while its current dimensions are relatively small, it has "demonstrated hopeful promise as an urgently needed teaching tool and as a medium for the detailed development of specialized subjects for small segments

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of the audience to which commercial television, because of its need to rely upon wide popular acceptance, can give but limited attention."

Mr. Sarnoff described commercial and programming aspects of broadcasting in this way: "In the manner of the society it serves, broadcasting has flourished in a tradition of accommodation. It is commercially supported, deriving its economic strength from a society that is acquisitive and that places a premium on productive growth. It is dedicated to the service of the majority, with due regard for the interests of the minority. It speaks to the individual as well as to the mass, and thus it must be constantly concerned with the sometimes conflicting preoccupations of both.

"As mass media, the national networks could not perform their function if they did not attract massive nation-wide audiences and the attention that have spurred the phenomenal growth of all broadcasting and encouraged its attainments.

"The public must recognize television as a function of its own tastes and interests and consider that television's flaws and fallibilities are to a great degree a reasonable mirror image of its own.

"Television can lead the audience to new tastes and interests but its leadership will be effective only to the extent that the public responds."

Mr. Sarnoff had a final word for his Emerson audience, consisting largely of students and faculty:

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"The increasing importance of modern communications as a subject of study in our colleges is a trend that gratifies me as a member of the profession. It is important not only in developing the professionals of the future but also in providing a deeply needed means of interchange between the intellectual community and the communications industry.

"A heavy obligation rests upon schools and educators to develop for the medium men and women not only skilled in the techniques of communications but with a sense of responsibility for the world they live in and a keen awareness of their intellectual and spiritual heritage. Only through such sense and such awareness can we give direction to the techniques, substance to the forms and purpose to the powerful tools that science and technology have given to us."

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

ROBERT W. SARNOFF RECEIVES HONORARY DEGREE

AND AWARD AT EMERSON COLLEGE

Speaks on 'Broadcasting: A Force for Freedom'

FOR RELEASE MONDAY, NOV. 4

BOSTON, Nov. 3 -- Robert W. Sarnoff, Chairman of the Board of NBC, today (Sunday, Nov. 3) received the honorary degree of Doctor of Literature from Emerson College at its 83rd Founder's Day Convocation. In a separate ceremony, he was given the Joseph E. Connor Memorial Award for 1963 by the school's Phi Alpha Tau fraternity.

Highlights of his address at the convocation, titled "Broadcasting: A Force for Freedom," follow:

The successful operation of Relay and Telstar communication satellites has provided exciting proof that we have mastered the technology of instantaneous communication of sight and sound between every television system on earth. This indeed gives reality to some of the myths and fancies mankind has cherished through the ages -- the flying carpet, the crystal ball and the genie in the lamp.

* * *

The rise of television in so many countries of the world, coinciding with the perfection of tape and film and the advent of the jet age of transportation, means the era of global television is here. With it has come the realization that what the medium has already achieved in our own country is but a hint of its potential as a great force for knowledge in all countries.

Press Department, Room 320

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With the development of television throughout the world and the rapid growth of international program exchange, all broadcasters are under increasingly heavy responsibility to assure that the resources at their command are used in a spirit of goodwill and wisdom.

* * *

In our own country, where the broadcast media reflect the nature of our society itself, the responsibility is not the broadcaster's alone but is shared in varying degrees by all who are committed to free and open communication among men and nations.

* * *

Our government in exercising its regulatory power must be wary of any measure that would impair the interaction of the broadcaster's freedom of expression and the public's freedom of choice, or would undermine the medium's economic viability. It must encourage the broadcaster's journalistic freedom and enterprise by removing existing restraints from the full coverage of political candidates and issues. The Houses of Congress and our courts must further encourage the medium's role as an instrument of democracy by granting it full access to legislative and judicial proceedings, so that television can go wherever the public is admitted, to bring the eye-witness experience to all.

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Educational television, although its current dimensions are relatively small, has demonstrated hopeful promise both as an urgently needed teaching tool and as a medium for the detailed development of specialized subjects for small segments of the audience to which commercial television, because of its need to rely upon wide popular acceptance, can give but limited attention.

* * *

Our broadcasting system is the contemporary result of man's age-old determination to reach across time and space to communicate with his fellows. Its form and character are a reflection of our American society. Like our society, it is built upon freedom -- free choice, free expression, free competitive interests.

* * *

The average family spends more time watching television than in any other leisure-time pursuit. What it sees is a broad range of program offerings, from pure diversion to high inspiration, a service that reflects the image of our free, pluralistic society.

* * *

Individual stations, whether affiliated with networks or not, have intensified their efforts to identify with the character and interests of their communities in a variety of ways -- through local repertory theater presentations, panel discussions of municipal issues, expanded local news coverage and the broadcasting of editorial opinion, to cite just a few.

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The public must recognize television as a function of its own tastes and interests and consider that television's flaws and fallibilities are to a great degree a reasonable mirror image of its own. Television can lead the audience to new tastes and interests but its leadership will be effective only to the extent that the public responds.

* * *

The increasing importance of modern communications as a subject of study in our colleges is a trend that gratifies me as a member of the profession. It is important not only in developing the professionals of the future but also in providing a deeply needed means of interchange between the intellectual community and the communications industry.

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Address by Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company, Inc.
At the Emerson College Convocation
Boston, Massachusetts
November 3, 1963

BROADCASTING: A FORCE FOR FREEDOM

I am grateful for the opportunity of sharing with you the joy of family reunion and the privilege of honoring the memory of the distinguished scholar and teacher who founded Emerson College.

Charles Wesley Emerson established the institution that bears his name upon a belief in the transcendent importance of communication and self-expression for the individual and the community. As his noted relative, Ralph Waldo, observed: "An institution is the lengthened shadow of one man." Although techniques of expression and communication have undergone spectacular development and change since Charles Wesley Emerson's day, the shadow is as distinct today as then, the belief more valid than ever.

Dr. Emerson probably did not foresee that the communication techniques he advocated would become rudimentary by today's standards. Yet even during his lifetime, scientists and inventors, working independently in a number of countries, were developing the devices that later would revolutionize the art and science of communication. The year Emerson's founder was born, for example, Samuel F. B. Morse, an American, designed the first electric telegraph. Twenty-five years later, Caselli, an Italian, was the first to transmit a picture by wire. The year this institution was established as the Boston Conservatory of Oratory, a French inventor named Leblanc discovered the principle of photoelectric scanning, and four years later a German, Nipkow, invented a whirling-disk scanning device. Marconi's development of the first commercially successful spark-coil radio transmitter came in 1897.

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These are, of course, but a few of the manifestations of genius that have been combined and applied in our modern systems of mass communication -- radio and television -- which have developed as the most effective purveyors of entertainment and information and the most powerful instruments known to man for the communication of ideas.

I find it an engaging coincidence that the year 1939, when Emerson College dropped the words and the restricting concept "of Oratory" from its name and expanded its curriculum into new fields of academic endeavor, also marked the formal public introduction of television by RCA and NBC at the New York World's Fair. And your curriculum has continued to keep pace with the constant progress of the communication art. The increasing importance of modern communications as a subject of study in our colleges is a trend that gratifies me as a member of the profession. It is important not only in developing the professionals of the future but also in providing a deeply needed means of interchange between the intellectual community and the communications industry.

In some quarters it is often fashionable to regard the broadcast media with condescension and even scorn. Sometimes they invite such attitudes, but at the very least they deserve to be understood in their full character and purpose. Our broadcasting system is the contemporary result of man's age-old determination to reach across time and space to communicate with his fellows. Its form and character are a reflection of our American society. Like our society, it is built upon freedom -- free choice, free expression, free competitive enterprise. Its audience represents a wide variety of aims and interests. And in the manner of the society it serves, broadcasting has flourished in a tradition of accommodation. It is

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commercially supported, deriving its economic strength from a society that is acquisitive and that places a premium on productive growth. It is dedicated to the service of the majority, with due regard for the interests of the minority. It speaks to the individual as well as to the mass, and thus it must be constantly concerned with the sometimes conflicting preoccupations of both.

To a real and great degree the character of our free, commercial broadcasting system has been determined by a basic principle of communication that time and invention have not altered: to communicate anything you must first have an audience and second, you must have its attention. As mass media, the national networks could not perform their function if they did not attract the massive nationwide audiences and the attention that have spurred the phenomenal growth of all broadcasting and encouraged its attainments.

In 1926, the infant radio industry, which had blossomed with such promise just six years earlier, was on the verge of collapse because the sporadic local programming failed to engage the public's interest. That year, the National Broadcasting Company was created to meet the pressing needs of the situation by establishing a regular program service of appeal and variety, available coast to coast through national networking. The effect of the innovation on radio broadcasting was galvanic. Soon the CBS network followed, and then Mutual. Through this initiative, the network service created a large and interested audience, supplied means for its own support through national advertising and provided a base and a reason for the construction of hundreds of radio stations across the country.

The pattern was repeated as we entered the television era. When NBC set up the first network in 1947 there were but six stations and 14,000 television sets in the country. As year after year NBC and

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the other networks poured millions of dollars into programming and facilities, the new medium took off on the most spectacular growth curve in industrial history. By the end of 1948 set circulation had leaped to 1,000,000 -- and in successive years, to 4,000,000, then 10,000,000, then 16,000,000.

Today there are one or more television sets in more than 51,000,000 American homes -- well over 90 per cent of all the homes in the country -- and the average family spends more time watching television than in any other leisure-time pursuit. What it sees is a broad range of program offerings, from pure diversion to high inspiration, a service that reflects the image of our free, pluralistic society. It is a service shaped by the millions of free choices made by the audience every day. Its base is entertainment, the reason most people originally acquired their sets, and the attraction which draws such large audiences and in turn develops the medium's necessary advertising support. But built upon this foundation of entertainment is a variety of programming designed to inform and enlighten.

The essential relationship of entertainment to television's higher calling of communicating information and ideas was described with great clarity in a recent column by The New York Times' distinguished television critic, Jack Gould.

"It has been argued," he wrote, "that television has wrapped the nation in an escapist ball of entertaining wool, shielding it night after night from the day's unpleasant realities.

"But it is not to be overlooked that the self-same offering of diversion is also a formidable lure, a bait of greater significance than is frequently realized. It is the instrument that has made television viewing an ingrained and seemingly unbreakable habit, a guarantee of the nightly presence of millions for whatever the

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broadcaster may choose to put on the air. What television slowly has been accomplishing in its news and public service...is the infiltration of this body of viewers with presentations of serious content."

This is in fact a high compliment to the role the networks have played in providing a continuing, diversified national program service, which creates the audience and offers it extended opportunities for new cultural and intellectual experience. They have led the audience from diversion in comedy and adventure to involvement with the great events and issues that affect all of us -- the national political conventions, the history and growth of communism, the civil rights crisis.

Drawing upon resources available only to an organization of national scope, they have given Shaw and Shakespeare their greatest audiences. They have brought the Metropolitan Opera and New York Philharmonic, Britain's Royal Ballet and Russia's Moiseyev Dancers to thousands of communities for the first time. They have given the American people unparalleled opportunity to become familiar with the thinking and character of the leading personalities of our time.

As the medium has developed, the networks have concentrated increasingly on their journalistic function. For example, news and information programs account for more than 25 per cent of the total NBC Television Network schedule. In addition to equipping the citizen for more useful participation in the community, the networks have revolutionized the American political process by providing the forum for debates between the Presidential candidates within the sight and earshot of nearly every voter in the land.

This progress has by no means been the province of the networks alone, although they have been an impelling influence.

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Individual stations, whether affiliated with networks or not, have intensified their efforts to identify with the character and interests of their communities in a variety of ways -- through local repertory theater presentations, panel discussions of municipal issues, expanded local news coverage and the broadcasting of editorial opinion, to cite just a few.

Nor has the progress been confined to commercial broadcasting. Educational television, although its current dimensions are relatively small, has demonstrated hopeful promise both as an urgently needed teaching tool and as a medium for the detailed development of specialized subjects for small segments of the audience to which commercial television, because of its need to rely upon wide popular acceptance, can give but limited attention.

Until recently, the domestic aspects of television have been foremost in any discussion of the medium's role in the communication of information and ideas. Now, however, its global prospects demand consideration. The medium is expanding rapidly throughout the world, and today television is transmitted in 76 countries, by more than 3,300 stations to well over 130,000,000 sets. More than half the television sets in the world are outside the United States, among widely different cultures and under every kind of government; in newly emerging nations as well as sophisticated industrial countries.

In these countries, it can be found in every stage of growth, and flourishing in different organizational forms -- private, government-controlled, state-chartered, advertiser-supported, viewer-supported or varying combinations of these.

Whatever these differences, television's broad aims everywhere are the same -- to transmit entertainment, information and education on a scale never before possible.

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The successful operation of Relay and Telstar communication satellites has provided exciting proof that we have mastered the technology of instantaneous communication of sight and sound between every television system on earth. This indeed gives reality to some of the myths and fancies mankind has cherished through the ages -- the flying carpet, the crystal ball and the genie in the lamp.

Intercontinental communication by satellite is still in the experimental stage and it will be several years before a system can be placed in orbit that will permit instantaneous transmission among all areas of the earth. Even then it is difficult to predict the extent to which satellites will figure in television programming. But whether or not they are used extensively or only occasionally, the rise of television in so many countries of the world, coinciding with the perfection of tape and film and the advent of the jet age of transportation, means the era of global television is here.

With it has come the realization that what the medium has already achieved in our own country is but a hint of its potential as a great force for knowledge in all countries. No other means of communication can equal television's impact on the human mind or its ability to vault the barrier of illiteracy that imprisons vast segments of the world's population, to combat cultural and political isolation, to promote the cause of freedom everywhere.

With the development of television throughout the world and the rapid growth of international program exchange, all broadcasters are under increasingly heavy responsibility to assure that the resources at their command are used in a spirit of goodwill and wisdom.

The image of each nation will be clearly visible to all. In our own country, where the broadcast media reflect the nature of our

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society itself, the responsibility is not the broadcaster's alone but is shared in varying degrees by all who are committed to free and open communication among men and nations.

Our government in exercising its regulatory power must be wary of any measure that would impair the interaction of the broadcaster's freedom of expression and the public's freedom of choice, or would undermine the medium's economic viability. It must encourage the broadcaster's journalistic freedom and enterprise by removing existing restraints from the full coverage of political candidates and issues. The Houses of Congress and our courts must further encourage the medium's role as an instrument of democracy by granting it full access to legislative and judicial proceedings, so that television can go wherever the public is admitted, to bring the eyewitness experience to all.

The public must recognize television as a function of its own tastes and interests and consider that television's flaws and fallibilities are to a great degree a reasonable mirror image of its own. Television can lead the audience to new tastes and interests but its leadership will be effective only to the extent that the public responds.

Finally, a heavy obligation -- which Emerson clearly embraces -- rests upon schools and educators to develop for the medium men and women not only skilled in the techniques of communications but with a sense of responsibility for the world they live in and a keen awareness of their intellectual and spiritual heritage.

Only through such sense and such awareness can we give direction to the techniques, substance to the forms and purpose to the powerful tools that science and technology have given to us.

FROM THE NATIONAL BROADCASTING COMPANY

City Rockefeller Plaza, New York 20, N. Y.

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November 4, 1963

ROBERT W. SARNOFF ANNOUNCES NBC CONTRIBUTION OF \$250,000
TO COMMUNITY TELEVISION OF SOUTHERN CALIFORNIA

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, announced today that NBC has made a contribution of \$250,000 to Community Television of Southern California to assist in the construction of a UHF educational television station in Los Angeles.

In making the announcement, Mr. Sarnoff stated:

"NBC has always given strong support to the proper development of educational television, both as an urgently needed instrument of instruction and as a resource for intellectual and cultural stimulation. An educational station in the major population center of Los Angeles can provide important public values along these lines and NBC is pleased to contribute substantial financial assistance toward the creation of such a station."

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November 4, 1963

JOHN HANCOCK MUTUAL LIFE BUYS SPONSORSHIP
IN 'HUNTLEY-BRINKLEY REPORT'

The John Hancock Mutual Life Insurance Co. has purchased sponsorship in NBC-TV's expanded "Huntley-Brinkley Report," it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The order (placed through McCann-Erickson Inc.) is on an alternate-week basis starting in January, 1964. The "Huntley-Brinkley Report" (Monday through Friday, 7-7:30 p.m. EST) is now 95 per cent sold.

As previously announced, other sponsors of the news series are R. J. Reynolds Tobacco Company (through William Esty Company Inc.), American Home Products Corporation (Ted Bates and Company Inc.), American Chicle Company (Ted Bates and Company Inc.), Aluminum Co. of America (Fuller & Smith & Ross Inc.), the Plymouth Division of Chrysler Corporation (N. W. Ayer & Son Inc.), Standard Brands Inc. (J. Walter Thompson) and J. B. Williams Company (Parkson Advertising Agency Inc.).

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November 4, 1963

MILLER BREWING PURCHASES SPONSORSHIP IN 'ESPIONAGE'

The Miller Brewing Company has purchased sponsorship in NBC-TV's "Espionage," it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The Miller purchase, which begins Jan. 15, was placed through Mathisson & Associates Inc.

"Espionage" is broadcast Wednesdays (9-10 p.m. EST) on the NBC-TV Network.

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FLORENCE R. RICHMAN OF NBC PARTICIPATES IN CAREER CONFERENCE

Florence R. Richman, Supervisor, Radio Religious Programs and Educational Features for the NBC Radio Network, participated in the 1963 St. Lawrence University Career Conference Nov. 2, in Canton, N.Y.

Mrs. Richman was one of two panelists to speak and answer questions about radio and television. The other panelist was Al Meltzer, an announcer for station WEBR, Buffalo.

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NBC TELEVISION NETWORK NEWS

November 4, 1963

HENRY FONDA TO BE HOST AND PERFORMER

ON 'THAT WAS THE WEEK THAT WAS'

- - -
Cast Named, But Program Material ('Full of Barbs
and Surprises') Remains Very Top Secret

This is the week that will come into focus on NBC-TV Sunday,
Nov. 10 (10-11 p.m. EST), when "That Was the Week That Was" -- with
Henry Fonda as host and performer -- will be telecast.

Fonda heads a small company that will jest about people and
events pertinent (or even impertinent) to the events of the day, much
in the manner of the British series of that title that has become a rage.

Others who have been signed for Sunday's program (which is
in the nature of a pilot show for a projected series) include comedian
Henry Morgan, actress-comedienne Patricia Englund, songstress Nancy
Ames, the Tarriers (vocal group), actor George Hall, and Charley Manna
(entertainer who has scored as singer, comedian and writer of special
material).

Billy Taylor, jazz recording artist, is music director of the
program, and will head the orchestra for the telecast's music numbers.

The program's executive producer Leland Hayward, discussing
the telecast, said:

"We hope it will be a vigorous entertainment full of barbs and
surprises, but above all, we will see that it maintains good taste. It
will be, by its nature, very timely as to content, and for this reason
we won't know exactly what we'll try to make you laugh at until as close
to air time as we can get by with."

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"And it is understandably a very top secret sort of affair."

Marshall Jamison is Hayward's producer for "TW3" -- as the program is popularly referred to in England -- and Hal Gurnee will direct Sunday's program.

Henry Fonda has been a major name in entertainment in America for many years, having become one of Hollywood's most popular stars late in the 1930s. On Broadway, he became firmly established in Hayward's productions of "Mr. Roberts," and repeated the role in the film version. He then appeared in "Point of No Return," "Silent Night, Lonely Night," "Two for the See-Saw," and "Critic's Choice," and went on to television, starring in "The Deputy" for NBC-TV. Again for Hayward, he appeared on TV in a special titled "Henry Fonda and the Family" last February.

Henry Morgan has long been a regular panelist on the TV series, "I've Got a Secret," and has appeared as guest on a number of other programs on both radio and television.

Patricia Englund was seen last season on Broadway in "The Beauty Part." She has been associated with things theatrical all her life, being the daughter of actress Mabel Albertson and writer-producer Ken Englund. Her brother George was producer of the film "The Ugly American." She has appeared in London as Ado Annie in "Oklahoma!" and has been active in television, doing assignments from a weather girl role (for WNBC-TV in 1960-61) to parts in major TV dramatic series.

Nancy Ames was last on Broadway in "Tenderloin" in 1960-61, and has sung in supperclubs across the country.

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She appears frequently in the "Hootenanny" TV series, records for Liberty Records, and has three top-selling LPs on the market.

The Tarriers are also frequent guests on the "Hootenanny" series, and are currently appearing in New York's Greenwich Village at the Bitter End cafe. They have appeared on many television programs, and record for Decca.

The group consists of Eric Wiseberg, Clarence Cooper and Marshall Brickman.

George Hall has a long list of Broadway credits that includes "Call Me Mister," "Lend an Ear" and "Touch and Go," and has appeared at Upstairs at the Downstairs, the Village Vanguard and the Ruban Bleu, supperclubs in New York.

Charley Manna was a popular comedian at such New York clubs as the Blue Angel and the Versailles during his first year in showbusiness. Ever since he was a child, he had loved to sing and at the age of 12, knew most Italian opera arias by heart. In the theatre, he has appeared in "Shoestring '57," and the Hermione Gingold revue, "Sticks and Stones." He has been a guest on Jack Paar, Steve Allen, Garry Moore and Ed Sullivan telecasts.

Among the writers contributing to "TWTWTW," in addition to the previously announced Robert Emmett, are Earle Doud, Gerald Gardner, Buck Henry and the above-mentioned Charley Manna.

Earle Doud is best known for the record, "The First Family," which he wrote for comedian Vaughn Meader.

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Gerald Gardner wrote the best-selling humor book, "Who's in Charge Here?" and its popular sequel, "More Who's in Charge Here?" Today (Nov. 4), his new comic strip, "Miss Caroline," begins in 60 newspapers across the country.

Buck Henry is an established comedy writer who has long been a contributor to the Garry Moore TV show.

PROGRAM HIGHLIGHT -- NOV. 10

THAT WAS THE WEEK THAT WAS: Executive producer Leland Hayward's takeoff on people and events in the news. Henry Fonda is host.

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NBC-New York, 11/4/63

BOOK VERSION OF HIGHLY ACCLAIMED NBC 'PROJECT 20' PROGRAM,

'THE COMING OF CHRIST,' IS PUBLISHED BY LOOK MAGAZINE

A book version of "The Coming of Christ," the widely-acclaimed NBC "Project 20" television program, is being published this week by the Book Division of Look Magazine.

The program will be repeated in color on the NBC-TV Network Sunday, Dec. 22 (7-7:30 p.m. EST), its third presentation on the network. It had its premiere Dec. 21, 1960, and was repeated Dec. 20, 1961.

In telling the story of Christ and His ministry, the program utilizes the strikingly realistic still-pictures-in-action technique which "Project 20" introduced to television. It brings to life some 300 masterpieces of painting of the late Middle Ages and the Renaissance, works drawn from 30 museums and private collections around the world.

The new 192-page volume has 144 pages of full-color reproductions of paintings used in the TV program -- works of such masters as Raphael, Rembrandt, Rubens, Giorgione and Van der Goes. An art history supplements the selections, furnishing painters' names, dates, owners of the paintings and a biography of each artist. The illustrations are coupled with Biblical narration. The foreward is by Dr. Ralph W. Sockman.

According to Donald B. Hyatt, the TV program's producer and director, the "Project 20" staff, after about a year of research, acquired the greatest collection in the world of reproductions of religious art concerning the life of Christ.

"So great were the response and demands to rerun the TV presentation that the editors of Look in conjunction with NBC are now producing this book form of 'The Coming of Christ!'," a spokesman for the magazine said.

-----o----- NBC-New York, 11/4/63

November 4, 1963

CREDITS FOR MENOTTI'S OPERA, "LABYRINTH"

Gian Carlo Menotti's opera "Labyrinth" will be repeated Sunday, Nov. 24 in color on the NBC-TV Network (2-3 p.m. EST), opening the 15th season of the NBC Opera Company. Following are the cast and credits:

CAST

The Bridegroom.....John Reardon, baritone
The Bride.....Judith Raskin, soprano
The Spy.....Elaine Bonazzi, mezzo-soprano
The Old Chess Player.....Robert White, tenor
The Executive Director.....Beverly Wolff, mezzo-soprano
The Astronaut.....Frank Porretta, tenor
The Manager.....Leon Lishner, bass
Manager's Assistant.....John West, bass
The Bellboy.....Nikiforos Naneris, actor
The Italian Opera Singer.....Eugene Green, bass-baritone
The Executive Director's Secretary.....Bob Rickner, actor
CONDUCTOR.....HERBERT GROSSMAN

* * *

CREDITS

Composer-Librettist:	Gian Carlo Menotti
Producer:	Samuel Chotzinoff
Director for television:	Kirk Browning

(more)

2 - Credits for 'Labyrinth'

Director:	Gian Carlo Menotti
Set Designer:	Warren Clymer
Costumes:	Noel Taylor
Associate Conductor:	Fred Popper
Associate Director:	Hal Venho
Graphic Arts:	Guy Fraumeni
Audio:	Phil Falcone
Audio consultant:	David Sarser
Lighting:	Phil Hymes
Unit manager:	Gene Whitlock
Makeup:	Bob O'Bradovich
Origination:	NBC Brooklyn studios, on color tape.
NBC Press representative:	Leonard Meyers, New York.

* * *

THE STORY

"Labyrinth," is set in a "grand hotel." A bride and groom enter. They have lost their key, and seek the desk. They cannot find it, and experience many adventures in the hotel. They encounter some unusual persons including a spy, an old man, an astronaut and a lady executive director. After a series of strange events, the groom, alone, his wife gone, finally finds what he has been seeking.

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NBC-New York, 11/4/63

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NBC TRADE NEWS

November 6, 1963

"YOU DON'T SAY!" TO BECOME TUESDAY NIGHT COLOR FEATURE ON NBC-TV

- - -
Brown & Williamson Tobacco Corp. to Sponsor Show

"You Don't Say!" -- a game show based not on what you say but on what you don't say -- will be presented in color Tuesdays (8:30 to 9 p.m. EST) on the NBC-TV Network beginning Jan. 7, 1964. The program replaces "Redigo" in the NBC-TV nighttime schedule after that program's broadcast of Dec. 31.

Brown & Williamson Tobacco Corp., which currently sponsors "Redigo," will continue to sponsor "You Don't Say!" The Brown & Williamson agency is Post-Keyes-Gardner, Inc.

"You Don't Say!" also is presented in color on NBC-TV Monday through Friday (3:30-4 p.m. EST). The program, featuring Tom Kennedy as emcee, began on the NBC-TV daytime schedule April 1, 1963, and has since become one of network television's most successful daytime programs.

Two teams compete in "You Don't Say!" Each is composed of a guest celebrity and a member of the studio audience, and they try to guess the names of famous people by using incomplete sentences as clues. For example, a player attempting to convey the name of "Andrew Jackson" to his partner might use the following sentences:

"Folklore tells us that a pot of gold is located at
rainbow's...(end)."

(more)

"The past tense of draw is...(drew)."

"To raise an automobile off the ground, you use a...(Jack)."

"A female child is a daughter and a male child is a...(son)."

Clues must consist of single words only. The word must come at the end of the sentence and complete it. Proper names will not be allowed, and the sentences must not contain any hints other than those supplied by the missing word.

"You Don't Say!" is co-produced by Bill Yagemann and Ralph Andrews, in association with Desilu Productions. It originates in Burbank, Calif.

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NBC-New York, 11/6/63

November 6, 1963

4 ADVERTISERS BUY SPONSORSHIP IN 9 NBC-TV SHOWS

Four advertisers have purchased sponsorship in nine NBC-TV programs during the fourth quarter of 1963 and the first quarter of 1964, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The sponsors are Canada Dry Corporation (through its agency, J. M. Mathes Inc.), The Gillette Co. (Maxon Inc.), Maybelline Company (Post-Keyes-Gardner Inc.) and The Pillsbury Company (Campbell-Mithun).

Canada Dry will advertise on "Sing Along with Mitch" color series, "The Richard Boone Show," "Espionage," "International Showtime," "Temple Houston," "The Lieutenant" and "NFL Highlights." Pillsbury has bought into "International Showtime," "The Lieutenant" and "Temple Houston." Maybelline will advertise on "The Lieutenant" and "Espionage," and Gillette, on "The Joey Bishop Show" color series and "Eleventh Hour."

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November 6, 1963

CYRIL WAGNER IS APPOINTED DIRECTOR, CENTRAL SALES, NBC

Appointment of Cyril Wagner, Manager, Central Sales, as Director, Central Sales, was announced today by Angus Robinson, Vice President, Central Sales, National Broadcasting Company.

Mr. Wagner has been with NBC 10 years, joining the Central Sales staff as an account executive. He was named Manager, Central Sales, in 1960.

Born and reared in Chicago, Mr. Wagner attended Northwestern University and the University of Chicago. He began his career on the editorial staff of the Chicago Tribune and, in 1940, joined the special events and public affairs staff of radio station WGN in Chicago.

He was subsequently publicity director for radio station WLS, an editor for Billboard magazine and a TV packager for Mutual Entertainment Company.

Mr. Wagner joined the American Broadcasting Company's television network sales division in Chicago in 1949, where he was an account executive for four years before joining NBC.

He is married to the former Dolores Brust of Chicago. They live, with their two sons, in Barrington, Ill.

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

November 6, 1963

CHAIRMAN OF COMMUNITY TELEVISION OF SOUTHERN CALIFORNIA PRAISES NBC
FOR \$250,000 GIFT TOWARD EDUCATIONAL TV STATION IN LOS ANGELES

Dr. Lee A. Dubridge, Chairman of the Board of Community Television of Southern California, has expressed praise for the National Broadcasting Company's \$250,000 contribution to the educational television station in Los Angeles.

Dr. Dubridge said the donation would help insure "the financial success of our enterprise during the period of construction of the necessary television broadcasting facilities."

Robert W. Sarnoff, Chairman of the Board of NBC, announced Monday (Nov. 4) that NBC had made a \$250,000 contribution to Community Television of Southern California to assist in building the UHF educational station.

In a message to Mr. Sarnoff, Dr. Dubridge said:

"Community Television of Southern California is greatly indebted to the National Broadcasting Company for this generous gift toward the establishment of an educational television station in this area. This gift, along with others, insures the financial success of our enterprise during the period of construction of the necessary television broadcasting facilities. We take pleasure in expressing appreciation to Mr. Robert Sarnoff, Chairman of the Board, and to the Board of Directors of NBC for this generous and timely action."

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NBC RADIO NETWORK NEWS

November 6, 1963

LIBRARY OF CONGRESS RECEIVES 13 TAPE RECORDINGS OF NBC RADIO
SERIES, 'TOSCANINI--THE MAN BEHIND THE LEGEND'

- - -
Maestro's Son Makes Presentation

The Library of Congress today (Nov. 6) accepted from the NBC Radio Network audio tape recordings of 13 programs of the current broadcast series "Toscanini -- the Man Behind the Legend."

The presentation was made by Walter Toscanini, son of the late maestro. William K. McDaniel, Executive Vice President in Charge of the Radio Network Division; Robert Wogan, Vice President, Programs, NBC Radio Network; Don Gillis, producer of the program, and Robert Hitchens, an NBC Radio executive, attended the presentation in Washington.

Rutherford D. Rogers, Acting Librarian of Congress, accepted the material for the library archives.

The programs contain many of Toscanini's great performances with the NBC Symphony Orchestra as recorded for RCA Victor, many of which are out of print. They also include interviews with notable personalities who have appeared on the program to discuss Toscanini from various points of view.

"Toscanini -- the Man Behind the Legend" is broadcast on the NBC Radio Network Wednesday evenings, and re-broadcast on WNBC Sunday evenings. The guests are interviewed by Ben Grauer.

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NBC NEWS' TED YATES TO REPRESENT U.S. TV INDUSTRY
AT SECOND INTER-AMERICAN SYMPOSIUM IN PUERTO RICO

NBC News producer Ted Yates will represent the United States television industry at the second Inter-American Symposium in Puerto Rico Nov. 9-14.

The symposium is a privately sponsored convocation of experts in various fields of thought -- art, literature, drama, sociology and political science, among others. The purpose is to foster a closer understanding among the Western Hemisphere's leaders of thought.

Among the delegates from the United States, in addition to Yates, will be Lillian Hellman, Rodman Rockefeller, James Baldwin, Arthur M. Schlesinger Jr., Gore Vidal, and Edward Albee.

Yates currently is co-producer, with Stuart Schulberg, of NBC News' David Brinkley TV specials.

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NBC-New York, 11/6/63

NBC NEWS' JOHN RICH, IN U.S. AFTER FIRST-HAND OBSERVATION OF VIETNAM
UPRISING, REPORTS THINGS BETTER THERE BUT NEW CRISES LOOMING

Things are better in South Vietnam now that the government of Ngo Dinh Diem has been ousted, but other crises are in the offing for the Southeast Asian trouble spot. This is the view brought back by NBC News correspondent John Rich Monday night (Nov. 4) on his return to this country after an on-the-spot view of the coup of last weekend.

"The key task facing South Vietnam now," said Rich, with visions of the uprising still fresh in his mind, "is to find a civilian government to replace the Diem regime. The military men responsible for the coup are good soldiers, but they are not trained in the sophistication of government."

One thing is sure, however," Rich added. "The fall of President Diem and his autocratic entourage will make the United States position in South Vietnam more tenable, and hopefully will speed up the war against the Communist Vietcong.

Rich, who is the NBC News chief correspondent for the Far East, arrived in New York after a 36-hour flight from Saigon. His first report via telephone from Idlewild Airport, was carried minutes later on NBC Radio's "Evening Report" with Morgan Beatty. Other first-person reports were carried on NBC-TV's "Today" and the "Huntley-Brinkley Report."

Rich's presence in South Vietnam at the time of the coup was almost by chance.

NBC's correspondent long stationed in Saigon has been James Robinson. But last Thursday Robinson had embarked on a vacation to Hong Kong, and Rich, whose headquarters is Tokyo, had flown into Saigon to replace him. The coup, long rumored but never fulfilled, erupted on Friday, a scant day after Robinson's departure.

JACK PAAR BACK IN N.Y. AFTER VISITING

ALBERT SCHWEITZER IN AFRICA

- - -
Paar's Films of Visit to Be on Upcoming Telecast

Jack Paar returned to New York Tuesday (Nov. 5) after spending three days with Dr. Albert Schweitzer at his mission in Lambarene in the newly independent nation of Gabon, West Africa.

Paar, who described the 88-year-old humanitarian as "very cooperative," returned with considerable footage of film which he took depicting the work of the man who has spent half a century at the jungle hospital bearing his name. The film will be edited for an early showing on "The Jack Paar Program" on NBC-TV. (The Paar series is telecast in color Fridays, 10-11 p.m. EST.)

It took Paar 19 hours to fly to Leopoldville. Then he ferried across the river to Brazzaville. From there he flew to Libreville, capital of Gabon, and then took a bush plane to Lambarene.

NBC-New York, 11/6/63



November 6, 1963

DAVID AND IGOR OISTRAKH, FATHER-AND-SON SOVIET
VIOLINISTS, TO PERFORM ON 'TELEPHONE HOUR'

David and Igor Oistrakh, noted father-and-son Soviet violinists, who have come to the U. S. for a joint concert tour, have been signed to appear on the NBC-TV music program the "Bell Telephone Hour."

Executive producer Barry Wood said their performance will be taped in December for showing on NBC-TV later in the season. Their concert schedule makes this taping necessary on the program, which usually is telecast live. This will be the first and only American TV appearance for the distinguished violinists.

("Bell Telephone Hour" is seen on NBC-TV in color, alternate Tuesdays, 10 to 11 p.m. EST.)



November 6, 1963

RANDY BOONE TO BE NEW REGULAR PERFORMER
ON NBC-TV'S 'THE VIRGINIAN' SERIES

Randy Boone, the young actor who became a TV star as the guitar-playing Southern lad on the "It's a Man's World" series last season, has been signed to the regular cast of NBC-TV's 90-minute "The Virginian" color series (Wednesdays, 7:30-9 p.m. EST).

Boone, unknown in showbusiness before he hitchhiked to Hollywood from his home in North Carolina in 1961, will join series regulars Lee J. Cobb, James Drury, Roberta Shore, Gary Clarke and Doug McClure.

Frank Price, executive producer of "The Virginian," said Boone will make his first series appearance in a drama titled "A Matter of Destiny." Airdate will be announced.

Boone will retain his real first name, Randy, as his character name in the series.

NBC COLOR TELEVISION NEWS



November 6, 1963

TOP STARS OFFER MANY HOLIDAY SPECIALTIES
IN 'ARTHUR GODFREY THANKSGIVING SHOW'

Arthur Godfrey will be host to a group of headline guests when NBC-TV presents "The Arthur Godfrey Thanksgiving Show" in color on Thanksgiving Day, Thursday, Nov. 28 (10-11 p.m. EST). Tony Bennett, Carol Lawrence, Shari Lewis, Orson Bean and Liza Minnelli will join Arthur in some after-dinner entertainment, ranging from a ballet set to the words of Henry Wadsworth Longfellow's poem, "Hiawatha," to a tambourine-and-spangles minstrel number.

Songs, comedy and even a little banjo playing are highlights of the full-hour variety show produced and directed by Kirk Browning. The dances and musical numbers are devised by Danny Daniels.

"The Arthur Godfrey Thanksgiving Show" will open with the entire group in a set representing Godfrey's living room (in NBC-TV's Peacock Studio in New York), comparing notes about their Thanksgiving menus in a song called "Talking Turkey."

Then the program will offer a conversation among Godfrey, Shari Lewis and Shari's puppet, Lambchop, in which Lambchop is taught social graces by Arthur. Together they sing "Happy to Make Your Acquaintance."

Seventeen-year-old Liza Minnelli will amuse the guests by describing a hectic existence in a song-dance-comedy number titled "My Day." Then Tony Bennett will sing "This Is All I Ask" and "I've Got
(more)

Just About Everything I Need." As the finale to his contribution the Thanksgiving entertainment, Bennett will sing "The Little Boy" with Godfrey accompanying on the ukulele.

Carol Lawrence will dance the role of the Red Deer, Ray Kirchner the character of Hiawatha, and Bill Starr the part of the Rabbit as Arthur Godfrey narrates a portion of Longfellow's "Hiawatha." The ballet, choreographed by Kirchner, has a musical score by William Goldenberg highlighted by a harmonica solo played by Richard Hayman. Orson Bean will contribute to the frivolity telling of some historical mistakes of the Revolutionary War period centered about famous poems and stories.

Godfrey will return to center stage with "Down By the Station," playing the ukulele and singing and dancing along with Shari, Liza and Carol. The entire group will then join with the show's six dancers in an old-time minstrel show, during which Arthur and Shari play a banjo duet and the three girl guest stars do specialty dances. The music is a medley of "The Babbit and the Bromide," "Go and Get Your Old Banjo" and "Cakewalk Your Lady." For a finale Arthur and all his guests will sing "Let's Have an Old Time Thanksgiving."

"The Arthur Godfrey Thanksgiving Show" will be sponsored by Mohawk Carpet Mills, a division of MOHASCO Industries, Inc., through the Maxon Inc. advertising agency. (The special color telecast preempts "Kraft Suspense Theatre.")

PROGRAM HIGHLIGHT NOV. 28

THE ARTHUR GODFREY THANKSGIVING SHOW: Godfrey is host to a group of holiday guest stars: Tony Bennett, Carol Lawrence, Shari Lewis, Orson Bean and Liza Minnelli. (Color).

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NBC-New York, 11/6/63

NBC TELEVISION NETWORK NEWS

November 6, 1963

35 RECORDING HEADLINERS ON 'THE BEST ON RECORD'

Stars and Selections Listed for Salute

to Past Grammy Award Winners

Thirty-five recording headliners -- the largest group ever assembled for a one-hour television program -- will appear on "The Best on Record," to be presented on NBC-TV Sunday, Nov. 24 (10-11 p.m. EST).

This full-hour special, saluting past winners of the recording industry's Grammy Award, will be devoted to entertainment. No awards will be presented.

Twenty-four of the artists on the show will sing or play the numbers for which they won their Grammys or with which they are identified. The others will serve as introducers, presenting them to viewers.

The program and the roster of recording stars, in order of appearance, follow:

Frank Sinatra introducing: Steve Lawrence and Eydie Gorme singing "This Could Be the Start of Something Big."

Bob Newhart introducing: pianist Peter Nero playing "Golden Earrings."

Jo Stafford and Paul Weston introducing: Peter, Paul and Mary singing "If I Had a Hammer."

Allan Sherman introducing: Tony Bennett singing "I Left My Heart in San Francisco."

Sammy Davis Jr. introducing: Vaughn Meader in excerpts from his "First Family" album.

(more)

Andy Williams introducing: Henry Mancini conducting the orchestra in a medley of "Elephant Walk," "Moon River" and "Theme from Peter Gunn."

The New Christy Minstrels singing "This Land Is My Land."

Eddy Arnold introducing: Homer and Jethro singing "I Got Tears in My Ears from Lying on My Back in Bed Crying Over You."

Dean Martin introducing: Connie Francis singing the song of the year, "What Kind of Fool Am I?"

Bob Hope and Bing Crosby will exchange quips, and then Crosby will introduce Mahalia Jackson who will sing "The House I Live In."

Les Brown is the musical director for the Burbank-taped program and Joseph Guercio for segments taped in New York.

Ted Bergmann is executive producer, George Schlatter producer, and George Simon associate producer. Dean Whitmore directs.

"The Best on Record" is a production of Charter Producers Corporation and is presented under the auspices of the National Academy of Recording Arts and Sciences (NARAS). The program is sponsored by Timex Corp.

PROGRAM HIGHLIGHT NOV. 24

THE BEST ON RECORD: Thirty-five recording stars in a salute for the recording industry's Grammy Award winners of the past.

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NBC-New York, 11/6/63

CREDITS FOR 'THE BEST ON RECORD' ON NBC-TV

Title: "The Best on Record"

Time: NBC-TV Network, Sunday, Nov. 24, 10 to 11 p.m.
EST.

Format: A special full-hour broadcast saluting past winners of the recording industry's Grammy Awards.

Starring (in order of appearance) Frank Sinatra
Steve Lawrence and Eydie Gorme
Bob Newhart
Peter Nero
Jo Stafford and Paul Weston
Peter, Paul and Mary
Allan Sherman
Tony Bennett
Sammy Davis Jr.
Vaughn Meader
Andy Williams
Henry Mancini
New Christy Minstrels
Eddy Arnold
Homer and Jethro
Dean Martin
Connie Francis
Bob Hope and Bing Crosby
Mahalia Jackson

Producer: George Schlatter

Director: Dean Whitmore

Writers: Mort Lachman and Rick Mittleman

(more)

2 - Credits for 'The Best on Record'

Musical Directors: Les Brown (Burbank), Joseph Guercio (New York)

Associate Producer: George Simon

Unit Manager: Dick Wendelken

Art Director: Lawrence Klein

Associate Director: Tom Foulkes

Makeup: Claude Thompson

Technical Director: Clair McCoy

Lighting Director: Lon Stucky

Audio: Bill Levitsky

Ass't to Producer: Marjorie Luke

Executive Producer: Ted Bergmann

A production of Charter Producers Corporation

Presented under National Academy of Recording Arts and
auspices of Sciences (NARAS)

Sponsor: Timex Corp.

Advertising Agency: Warwick and Legler Inc.

Origination (on tape): NBC Studio 2, Burbank, and NBC Peacock
Studio, New York.

NBC Press
Representatives: Bob Bowen (Burbank) and Stan Levine (New York).

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NBC-New York, 11/6/63

FROM THE NATIONAL BROADCASTING COMPANY

thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

NBC ENDORSES BILL TO PROHIBIT FCC FROM
REGULATING COMMERCIAL TIME STANDARDS

WASHINGTON, D. C., Nov. 7 -- The National Broadcasting Company supports legislation that would bar the Federal Communications Commission from regulating television and radio commercial time standards, Peter B. Kenney, NBC Vice President, Washington, said today.

In testimony before the Subcommittee on Communications and Power of the House Interstate and Foreign Commerce Committee, Mr. Kenney said NBC favored a bill introduced by the Subcommittee's Chairman, Rep. Walter Rogers (D-Tex), and companion bills, that would prohibit the FCC from making rules governing the number, length and frequency of broadcast commercials.

The two basic reasons for NBC's position, Mr. Kenney said, are the beliefs that Congress, in enacting the Federal Communications Act, never intended to grant the FCC authority to regulate commercial time standards and that FCC action in this area is unnecessary in the public interest and would be "an unwise and unwarranted intervention in the free enterprise economy of the broadcasting industry."

Mr. Kenney pointed out that the House Committee drafting the Radio Act of 1927, predecessor to the current Communications Act, specifically stated that it was "not undertaking to limit advertising through this medium" and that the Federal Radio Commission had taken the position that if regulation in this field were to be undertaken, it would have to be under a grant of specific legislation. He said NBC's attorneys had advised him that there is no indication in the House,

(more)

Senate or Conference Reports issued at the time the Communications Act was passed in 1934 that Congress intended to give the FCC jurisdiction over commercial time standards.

"This legislative history," he asserted, "leads us to the conclusion that the Commission was not intended by Congress to have authority to adopt rules governing broadcast commercials. However, since the question has now been raised by the Commission's current rulemaking proceeding, we believe that it can best be resolved by legislation confirming the Congressional intent, as is proposed by H. R. 8316 (Representative Rogers' bill) and its companion bills."

Regulation by the Commission of broadcast advertising would bring the federal government into a field that should be left to the responsibility of broadcasters operating in response to audience choice in a free market, Mr. Kenney said. He told the Subcommittee that complaints about commercials addressed to NBC constitute less than one per cent of the total mail comment on the NBC television service.

Mr. Kenney said the "unfortunate result" of FCC regulation of time standards would be "the undermining of the honest efforts at self-regulation" in which responsible broadcasters have long engaged. "The Commission's proposal to incorporate the commercial time standards of the NAB Code into Commission rules," he said, "is based on the fallacy expressed by the Commission when it stated that the present NAB Codes are the 'culmination of many years of extensive consideration and experience.' Indeed the Codes are the result of extensive consideration and experience, but they are by no means the 'culmination' of them."

(more)

In addition, FCC regulation would "thrust the Commission into the details of individual station operation" and "constitute a type of public utility regulation that the Commission has neither the authority nor the resources to administer soundly for every community and broadcaster in the United States," he declared.

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NBC, 11/7/63

NBC TRADE NEWS

November 7, 1963

"LET'S MAKE A DEAL," NEW GAME SHOW STARRING MONTY HALL, WILL BECOME
A DAYTIME MONDAY-THROUGH-FRIDAY SERIES ON NBC-TV

"Let's Make a Deal," a new audience-participation game show, will start on the NBC-TV Network Monday, Dec. 30 (2-2:25 p.m. EST). It will replace "People Will Talk," currently scheduled in that time period.

"Let's Make a Deal" will be telecast Mondays through Fridays and will feature Monty Hall as the Big Dealer. Hall will offer studio audience contestants the opportunity to "wheel and deal" for prizes ranging from a peanut to a high-priced auto. The program will be produced in Burbank, Calif.

The prizes on "Let's Make a Deal" will be disguised so that a man or woman who wins a peanut might well find a diamond ring or a peanut inside the shell. A garbage can might contain a mink coat or just garbage.

Contestants can trade prizes for others offered by the Big Dealer in the hope of improving their lot. Prizes can be won by answering questions asked by the Big Dealer or by bringing items to the studio that the Big Dealer will take in trade.

At the program's conclusion, three contestants will compete for a major prize located behind one of three doors on stage. They will know what the prize is but not which door it is behind. Thereby, they will risk in a trade with the Big Dealer the prizes they have won for whatever is behind one of the doors.

"Let's Make a Deal" is a Monty Hall-Steve Hados production.

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NBC TRADE NEWS

November 7, 1963

MITCH MILLER, STAR OF NBC'S "SING ALONG WITH MITCH" SERIES,
WILL BE THE SUBJECT OF 5-CITY AUDIO INTERVIEW SESSION TO
BE SEEN BY PRESS AROUND COUNTRY VIA CLOSED-CIRCUIT TV

Mitch Miller, star of NBC-TV's "Sing Along with Mitch" color series, will be interviewed Tuesday, Nov. 12 by television editors, columnists and reporters in five cities via the network's fourth closed-circuit press conference of the season.

From a New York studio, Miller will be seen by reporters at NBC-TV affiliated stations around the country. A two-way audio hookup will link Miller with Memphis, Indianapolis, Pittsburgh, Nashville and Shreveport where newsmen will ask questions.

The series of interviews, arranged by NBC's Promotion Department, has previously presented Chet Huntley and David Brinkley, Joey Bishop and members of his cast (Abby Dalton and Mary Treen), and Andy Williams and his wife, Claudine.

Miller will be interviewed between 1 and 2 p.m. EST by Win Fanning of the Pittsburgh Post-Gazette, Julia Inman of the Indianapolis Star, Bob Johnson of the Memphis Press-Scimitar, Tom Mayhew of the Nashville Tennessean, Henry Mitchell of the Memphis Commercial Appeal, Red O'Donnell of the Nashville Banner, Lynn Rawlings of the Indianapolis Times and Charles Staff of the Indianapolis News. Following the interview, the network will feed promos on upcoming "Sing Along with Mitch" shows (Mondays, 10-11 p.m. EST) to the owned and affiliated stations.

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NBC COLOR TELEVISION NEWS



November 7, 1963

"THE WORLD'S GREATEST SHOWMAN"

Legendary Career of Cecil B. DeMille Recounted in 90-Minute
NBC Color Telecast with Special Appearances by Celebrities
And Scenes from Memorable Films of the Famed Moviemaker

The legendary Hollywood career of the late Cecil B. DeMille -- seen through the eyes of many of his leading stars and illustrated by excerpts from his famous movies -- will be recounted in "The World's Greatest Showman," 90-minute color special on NBC-TV Sunday, Dec. 1 (8:30-10 p.m. EST).

Nine stars will make special appearances. They are Charlton Heston, Bob Hope, Gloria Swanson, Yul Brynner, James Stewart, Betty Hutton, Barbara Stanwyck, Edward G. Robinson and Cornel Wilde.

The Rev. Dr. Billy Graham and Samual Goldwyn will also make special appearances.

Each celebrity will recall a significant phase of DeMille's career. All were associated with DeMille -- from Bob Hope's cameo appearance in "The Greatest Show on Earth" to Charlton Heston's portrayal of Moses in "The Ten Commandments."

Dr. Graham, a friend of DeMille, relates the religious import of the director's biblical movies. Goldwyn (and the late Jesse Lasky) hired DeMille at \$100 a week to direct his first film, "The Squaw Man," in 1913.

Betty Hutton and James Stewart will re-create scenes from "The Greatest Show on Earth." Betty, 11 years after her original performance
(more)

as a big-top aerialist in DeMille's Oscar-winning circus picture, will swing once again on the high trapeze for the special telecast. Stewart dons his clown makeup again.

Gloria Swanson, who rose to stardom through her performances in seven early DeMille pictures, will reveal the director's conception of the "star image."

Among numerous film excerpts will be Miss Swanson's famous bathtub scene in "Male and Female" (1919).

In nearly a half-century of movie-making, DeMille directed 70 films that were to establish him as one of Hollywood's most astute judges of public taste in movies. His eye for drama coupled with his "grand scale" approach, drew over four and one-half billion moviegoers to his pictures.

Sequences from DeMille movies have been selected to illustrate DeMille's showmanship. Among silent films represented, in addition to "Male and Female" and "The Squaw Man" are "The Cheat" (1915), "The Little American" (1917), "Manslaughter" (1922), "Feet of Clay" (1923), the original "Ten Commandments" (1923), and "King of Kings" (1927). Such stars as Dustin Farnum, Miss Swanson, Mary Pickford, Fanny Ward, Sessue Hayakawa, Vera Reynolds, Rod La Rocque, Ricardo Cortez, Thomas Meighan, and Leatrice Joy appeared in these pictures.

From the DeMille sound era there will be full sequences from "Samson and Delilah," "The Ten Commandments" and "The Buccaneer." Scenes from DeMille's "Cleopatra" and "The Crusades" will also be presented.

DeMille's appearance as an actor with Miss Swanson will be shown in a sequence from "Sunset Boulevard."

Another highlight will be the "radio voices" of Wallace Beery, Clark Gable, Gary Cooper, Ronald Colman, W. C. Fields, Claudette Colbert, Barbara Stanwyck, Spencer Tracy, Charles Coburn, and Ray Milland from DeMille's "Lux Radio Theatre" days.

(more)

"The World's Greatest Showman" was created and written by Stanley Roberts, co-produced by Roberts and Henry Wilcoxon, and directed by Boris Sagal for MGM Television, in cooperation with Paramount Pictures and the Cecil B. DeMille trust.

"The World's Greatest Showman" will be sponsored by Eastman Kodak Company through its agency, J. Walter Thompson Company.

The 90-minute special preempts "Grindl" and "Bonanza" on this date.

PROGRAM HIGHLIGHT DEC. 1

THE WORLD'S GREATEST SHOWMAN: The career of Cecil B. DeMille is recounted by top stars and illustrated by excerpts from his films (1913-1956) in 90-minute special. Celebrities making special appearances include Charlton Heston, Bob Hope, Gloria Swanson, Betty Hutton, James Stewart, Yul Brynner, Barbara Stanwyck, Edward G. Robinson, Cornel Wilde, the Rev. Dr. Billy Graham and Samuel Goldwyn. (Color).

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NBC-New York, 11/7/63

NBC COLOR TELEVISION NEWS



November 7, 1963

'OF SIGHTS AND SOUNDS' -- FOR THE CHILDREN
-- -- --
"NBC Children's Theatre" to Present Program in Color
Introducing Young People to 'Adventure' of Music

"Of Sights and Sounds," second in the "NBC Children's Theatre" programs, will be presented in color on NBC-TV Sunday, Dec. 15 (3 to 4 p.m. EST).

Igor Buketoff, conductor of the Fort Wayne (Ind.) Philharmonic Orchestra, will conduct the NBC Orchestra in a variety of musical numbers selected to introduce children to the sound of a large orchestral ensemble.

Lisl Weil, who has illustrated about 40 children's books, will draw life-size pictures in color telling the story of Cinderella while the orchestra plays Prokofieff's popular orchestral suite, "Cinderella."

Writer Robert Goldman and Buketoff who, as a conductor, has long dealt with young people of varying ages through young people's concerts, collaborated on the script for this taped program. As host, the maestro will introduce his young audience to the world of music that is exciting, that frequently tells a story, or that is funny or romantic.

Dave Barnhizer, who is director of three programs in this series, sums up the objectives of this program:

"Music is an adventure that you can enjoy all your life, and it's unfortunate to come across a child who is denied this adventure. In 'Of Sights and Sounds,' we have selected music that tells a story,

(more)

music that may urge you to join in some physical way, music that has a riddle or a puzzle, or music that is just fun to listen to."

"Of Sights and Sounds" begins by introducing its young audience to a "very important person" -- the conductor, who then takes his viewers into the world of music. The orchestra will play the famed "Toreador" song from the Bizet opera, "Carmen"; "The Worried Drummer," during which one member of the orchestra plays virtually every percussion instrument by himself; "The Farm" by Eugene Zador, which has the sounds of animals re-created by orchestra instruments; "Under the Spreading Chestnut Tree," a song in which each youngster watching can take part, and "Cinderella," the suite by Serge Prokofieff, during which artist Lisl Weil will draw pictures in color of the story.

Co-writer Robert Goldman has worked previously in enterprises for young people, most recently for "Update" on NBC-TV last season, when he produced special film features for that series. He is primarily interested in musical theatre. He wrote the lyrics for "First Impressions" on Broadway several seasons back, and was producer for two programs in the "Seven Lively Arts" TV series. For the past two years he has written the script for TV's annual "Emmy" presentation ceremonies, and recently wrote scripts for two upcoming programs of TV's "The Defenders."

George A. Heinemann, Manager of Public Affairs for NBC News, is executive producer of the "NBC Children's Theatre." Merrill Sindler is scenic designer for "Of Sights and Sounds."

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NBC-New York, 11/7/63

ART JAMES VISITING PADUCAH FOR CRIPPLED CHILDREN'S TELETHON

Art James, host of NBC-TV's "Say When" (Monday through Friday, 10 a.m. EST), will fly from New York to Paducah, Ky., for the "Crippled Children's Telethon" on Nov. 23. James will emcee the telethon, scheduled from 10 p.m. Saturday until 1 p.m. Sunday over WPSD-TV, an NBC affiliate.

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SPOTS (FRECKLES) WIN SPOT (SPEAKING PART)

FOR SCHENECTADY GIRL IN 'MR. NOVAK' DRAMA

Nobody has counted all of schoolgirl Mary Lynn Gary's freckles yet. Judges in the contest conducted by Teen Magazine tried and conceded victory over 8,214 other condidates to the pretty 14-year-old Schenectady (N.Y.) student.

So this week the newly crowned "freckle queen" is in Hollywood, where she was flown to collect her prize: A speaking part in NBC-TV's "Mr. Novak" series (Tuesdays 7:30-8:30 p.m. EST). She will appear in an episode titled "The Boy Without a Country," now being filmed. Airdate will be announced.

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NBC-New York, 11/7/63

November 8, 1963

SCHICK BUYS INTO 'TODAY'

Schick Incorporated has purchased sponsorship in NBC-TV's "Today" series to advertise its electric shaver, it was announced today by William F. Storke, Director, Participating Program Sales.

Mr. Storke said the Schick order was the first the company has made with "Today" and the first on a network participating program.

The Schick campaign began Nov. 7 and will continue through mid-December. The order was placed through Norman, Craig & Kummel.

"Today," with Hugh Downs as host, is telecast Mondays through Fridays, 7-9 a.m. EST.

November 8, 1963

3 ADVERTISERS BUY SPONSORSHIP IN 'THAT WAS THE WEEK THAT WAS'

Three advertisers -- Menley & James Labs, Clairol Inc., and Liggett & Myers Tobacco Co., Inc. -- have purchased sponsorship in "That Was the Week That Was," the NBC-TV special Sunday, Nov. 10 that will spoof events of the day, it was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

As previously reported, Henry Fonda will be host and performer on the program (10-11 p.m. EST), with Mike Nichols and Elaine May as special guest stars. Other performers are comedian Henry Morgan, actress-comedienne Patricia Englund, singers Nancy Ames and the Tarriers, actor George Hall and singer-comedian and comedy writer Charlie Manna.

Foote, Cone & Belding placed the orders for Menley & James, and for Clairol. The agency for Liggett & Myers was J. Walter Thompson Co.

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NBC NEWS CORRESPONDENT JOHN HLAVACEK IS ONE OF 25 RECIPIENTS
OF THE 1963 SILVER ANNIVERSARY ALL-AMERICA AWARD
ANNOUNCED IN SPORTS ILLUSTRATED MAGAZINE

NBC News Correspondent John Hlavacek is one of 25 recipients of the 1963 Silver Anniversary All-America Award announced this week in Sports Illustrated magazine.

The award-winners played their senior year of college football in 1938. The magazine points out that selection for the award "is made not on the quality of football the man played 25 years ago, but on the nature and extent of the man's performance in his career and the way of life in the intervening 25 years.

Hlavacek, who covers the Caribbean area for NBC News, played tackle for Carleton College in Minnesota. He served as a war correspondent in China where he was cited for gallantry, and has also been a foreign correspondent in India and Pakistan. He covered the Cuban crisis for NBC News last year.

Other winners of the 1963 Silver Anniversary All-America Award include such former football greats as Marshall Goldberg (Pittsburgh), Davey O'Brien (Texas Christian), Bill Osmanski (Holy Cross) and Vic Bottari (California), and a former Oklahoma State gridder who went on to big league baseball glory, Allie Reynolds.

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NBC-New York, 11/8/63

DAVID BRINKLEY STARTING 21ST YEAR WITH
NBC NEWS--AND THAT RECALLS A STORY

Now it can be told. The secret of David Brinkley's success is the ability -- something of a paradox for a TV reporter -- to keep his mouth shut.

Brinkley this month begins his twenty-first year with NBC News. But it's been only the last seven that his name has been a by-word for excellence in TV news at the right end of the hyphen in NBC-TV's nightly "Huntley-Brinkley Report." The transformation began shortly before the 1956 Presidential elections.

During his early years with NBC News, Brinkley filled various assignments at the network's Washington bureau. He joined the organization after experience on newspapers in his native North Carolina, and with the United Press. There ensued 13 years of reporting the local scene in the nation's capital and news on the network line that had international significance.

A momentous turn in Brinkley's career came when NBC News executives were searching for the proper men to anchor the network's coverage of the 1956 elections. Chet Huntley already was established as one member of the precedent-setting TV team. Who would fill the spot on the other end of the hyphen?

Reuven Frank, executive producer of the "Huntley-Brinkley Report" and one of the most responsible for bringing TV's most famous news team together, recalls the decision:

"I'd seen him do the Inaugural Parade in Washington," said Frank. "He was one of the few men who knew how to shut up."

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NBC COLOR TELEVISION NEWS



November 8, 1963

TWO NEW CREATIONS -- DINO THE DINOSAUR AND ELSIE THE COW -- TO SWING
AND SWAY WITH OTHER HUGE BALLOONS IN MACY'S THANKSGIVING DAY PARADE

- - -
NBC-TV to Televisе Happy Holiday Event in Color

Dino the Dinosaur and Elsie the Cow will be the new creations among the mammoth helium-filled balloons in Macy's 37th annual Thanksgiving Day Parade, to be televised in color by NBC-TV Thursday, Nov. 28 (10-11:30 a.m. EST).

Six of the high-flying giants -- one more than in any previous year -- will swing and sway down Broadway. Joining Dino and Elsie will be four returning favorites -- Donald Duck, Bullwinkle Moose, Popeye and the Happy Dragon.

Almost 47,000 cubic feet of helium will be used to inflate the huge balloons, which have become symbolic of New York's annual holiday procession. About 180 husky handlers will be required to man the guide lines to prevent the balloons from sailing up into the clouds.

With this year's parade saluting the 1964 New York Fair, Dino and Elsie, the new soaring celebrities, will serve as advance agents for Fair exhibits -- Dino for the Sinclair Oil Corporation and Elsie for the Borden Company.

Dino and Elsie were "born" this past Summer in Litchfield Park, Ariz., at the plant of the Industrial Products Division of Goodyear Tire & Rubber Company, and received test flights at the Goodyear plant in Akron, Ohio.

(more)

Goodyear, producer of all the balloons for Macy's parades since 1927, also is a co-sponsor of NBC-TV's color telecast this year, along with Food Manufacturers Inc. and Remco Industries Inc.

Dino, a life-size likeness of the largest creature that ever walked the earth, sports some equally large dimensions. Made of 350 square yards of neoprene-coated nylon, the balloon is 60 feet long and four stories high. The dinosaur's body is 20 feet in diameter and his tail is 20 feet long. The massive carcass is stuffed with 7,000 cubic feet of helium, and is covered with 60 gallons of green paint.

Elsie, the lovable bovine, will perform as a trapeze-swinger suspended from her balloon, which is 27 feet in diameter and uses 10,000 cubic feet of helium. The balloon is made of 450 square yards of neoprene-coated nylon, and is decorated with 55 gallons of blue, yellow, white and green paint. Elsie herself is 12 feet tall and is made of fiberglass.

Dino will be the leadoff balloon in the parade, which also will include showbusiness celebrities, exotic floats, marching bands and singing and dancing groups. Lorne Greene, co-star of NBC-TV's "Bonanza," and Betty White will be the commentators for NBC-TV's 90-minute color coverage.

The second balloon in the long line of march will be Bullwinkle Moose, who made his parade debut two years ago. This king-sized moose is 60 feet high, with an antler spread of 34 feet, and is inflated by 7,000 cubic feet of helium.

Next in line is the ever-popular Popeye. A 6,000 cubic-foot giant, this high-sailing sailor is 56 feet tall and 32 feet in diameter. His famous sailor hat measures 13 feet around, and the equally famous pipe, measuring four feet from stem to bowl, could hold 80 pounds of tobacco.

(more)

3 - Parade

Elsie's trapeze balloon will be the fourth of the soaring giants. The fifth will be Donald Duck, last year's new creation. Donald measures 60 feet from the tip of his bill to the end of his toes, is 30 feet wide at the midriff and is decked out in six colors requiring 52 gallons of paint. He is kept aloft by 10,000 cubic feet of helium.

The final balloon will be the Happy Dragon. This 72-foot beast will "fly" the parade route on wings extending eight feet from each side of his 40-foot belly. The Dragon needs 6,500 cubic feet of helium to fill its outsized figure.

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NBC-New York, 11/8/63

FLYING WALLENDAS FALL FROM WIRE IN SARASOTA ACCIDENT

PHOTOGRAPHED BY NBC NEWS CREATIVE PROJECTS UNIT

Special Hour on Troupe to Be Seen on 'Du Pont Show of Week'

Films of the plunge of the Flying Wallendas as they rehearsed their seven-person pyramid aerial act at Sarasota, Fla., this week, will be seen as part of a "Du Pont Show of the Week" special on the Wallendas, scheduled for NBC-TV later this season.

NBC-TV cameras have been filming the Wallendas for this Creative Projects special of NBC News for the past two-and-a-half months, and cameraman Robin Still was at the Sarasota training site for what was presumed to be a routine filming when the sudden fall occurred. His films of the accident in which six members of the troupe were injured will be a dramatic highpoint of the hour-long documentary. Irving Gitlin is executive producer of the Creative Projects telecasts.

The decision to rehearse the dangerous pyramid act was an impulsive one on the part of Karl Wallenda, founder and leader of the troupe. The Wallendas were to participate in a commemorative ceremony at the Circus Hall of Fame in connection with the fatal accident which claimed the lives of two troupe members and seriously injured another when they performed the same act in Detroit two Winters ago.

Various articles from the fatal accident including a smashed chair which has been restored, a shoulder bar, and other pieces of Wallenda equipment were to be turned over to the Circus Hall of Fame in the ceremony. The night before this event, Wallenda made his decision to rehearse the act -- the first time the troupe had attempted the pyramid since the Detroit accident.

(more)

While a member of the NBC camera crew prepared for filming the Hall of Fame ceremony, cameraman Still set up to record the rehearsal at the other end of the city. Despite the shock of seeing the troupe plunge from the wire -- the result of slippage of one of the cables holding one of the upright poles -- Still kept his camera grinding and obtained his dramatic films of the fall.

Al Wasserman is producer of the telecast on the Flying Wallendas. George Freedland is director.

Airdate for this telecast on the "Du Pont Show of the Week" Sunday (10 to 11 p.m. EST) series will be announced.

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NBC-New York, 11/8/63

BILL DANA ADDED TO ROSTER

OF 'THE BEST ON RECORD'

Bill Dana, star of NBC-TV's "The Bill Dana Show," has been added to the roster of recording stars who will appear on "The Best on Record," to be presented on NBC-TV Sunday, Nov. 24 (10 to 11 p.m. EST).

Dana, who will introduce the New Christy Minstrels, will be among 10 recording stars serving as introducers for 24 other stars who will entertain.

(EDITORS: Please add Bill Dana's name to story and credits in the NBC Daily News Report material dated 11/6/63.)

CORRECTION FOR "LET'S MAKE A DEAL"

The name of Steve Hatos was misspelled in the NBC Daily News Report dated 11/7/63. Mr. Hatos is co-packager of the new day-time game show "Let's Make a Deal" which will premiere on the NBC-TV Network Monday, Dec. 30 (2-2:25 p.m. EST).

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NBC-New York, 11/8/63

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NBC TELEVISION NETWORK NEWS

TWO 'NBC WHITE PAPER' TV PROGRAMS ON U.S. FOREIGN
POLICY CONCERNING CUBA ARE SCHEDULED: ONE ON
BAY OF PIGS, THE SECOND ON MISSILE CRISIS
Telecasts Contrast a Failure and a Brilliant Success

Two case histories of American foreign policy in action -- one resulting in failure, the other in brilliant success -- will be presented in two programs of the "NBC White Paper" series on the NBC-TV Network Sundays, Dec. 8 and Jan. 5 (both 10-11 p.m. EST). Chet Huntley will narrate.

Both programs focus on Cuba. The first, "Cuba: the Bay of Pigs," will chronicle events from March 17, 1960, when President Eisenhower first revealed that he had decided to proceed with plans for organizing and training a military force of Cuban exiles, through April 20, 1961, marking the total failure of the force which invaded Cuba.

The second, "Cuba: the Missile Crisis," will cover developments from the first indications of Soviet activity in Cuba early in 1962 to Oct. 28 of that year when Khrushchev agreed to pull out the missiles positioned there.

Presentations of Creative Projects, NBC News, the programs will be produced by Fred Freed, producer of four outstanding programs in the "NBC White Paper" series -- "Khrushchev and Berlin," "Red China," "The Death of Stalin" and "The Rose of Khrushchev." Irving Gitlin is executive producer.

"In a world in which two nuclear powers are opposed, there is a new kind of power struggle going on, involving undercover operations," Freed said. "Whether it likes it or not, the U. S. is

(more)

forced to use a secret agency like the CIA and operate secretly. Our first program is the story of one such operation, a wholly unsuccessful one. We document the details and analyze why it failed. Some of the reasons had to do with the original concept during the Eisenhower Administration, some with the relations between the U. S. and the anti-Castro Cubans inside and outside Cuba, some with the new administration which came into office at the moment the plan was reaching its climax.

"Our second program describes another kind of crisis in this nuclear age. In this case the U. S. was able to move with secrecy, speed and sureness. Our purpose is to show what conclusions, can be drawn from these two crises."

Freed said the two programs represent "the most comprehensive piecing together of the facts" in the Cuban invasion and the missile showdown. Research began 10 months ago.

Theodore Draper, considered the leading expert on Cuba, and Jacques Katel, noted political writer and historian, are consultants on the programs. Len Giovannitti is associate producer and director.

PROGRAM HIGHLIGHT DEC. 8

NBC WHITE PAPER: "Cuba: The Bay of Pigs" -- First of two Creative Projects' specials on U. S. foreign policy, report of a failure.

* * *

PROGRAM HIGHLIGHT JAN. 5

NBC WHITE PAPER: "Cuba: the Missile Crisis" -- Second of two Creative Projects' specials on U. S. foreign policy. Report of a success.

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NBC-New York, 11/11/63

NBC COLOR TELEVISION NEWS



MITCH MILLER TO RECEIVE AMERICAN LEGION AUXILIARY'S GOLDEN MIKE AWARD
FOR "SING ALONG WITH MITCH," NAMED "BEST MUSICAL SERIES"

Mitch Miller will be presented a Golden Mike Award by the American Legion Auxiliary on Nov. 13 at an award luncheon to be held at New York's Roosevelt Hotel. The award was voted to Miller's NBC-TV color musical series "Sing Along with Mitch" (NBC-TV color, Mondays, 10-11 p.m. EST) by a million members of the Auxiliary who named the program "Best Musical Series."

The award will be presented by the President of the Auxiliary, Mrs. Luther D. Johnson.

The annual poll, conducted by the Auxiliary through its monthly magazine, results in five Golden Mike Awards. The other four are for "Best Americanism Series," "Best Adventure Series," "Best Comedy Series," and "Most Appealing Commercial."

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NBC-New York, 11/11/63

PROGRAM CHANGES FOR "THE BEST ON RECORD"

(NBC-TV Sunday, Nov. 24, 10-11 p.m. EST, Special Saluting Top
Performers in Recording Industry)

Frank Sinatra replaces Bob Hope as co-introducer,
with Bing Crosby, of Mahalia Jackson. The Groaner and the
Crooner will exchange quips before bringing on Miss Jackson,
who will sing "The House I Live In."

Les Brown replaces Jo Stafford and Paul Weston to
introduce Peter, Paul and Mary. Brown, musical director of
the program, will introduce the folk-singing trio's rendition
of "If I Had a Hammer."

NBC-New York, 11/11/63

NBC TELEVISION NETWORK NEWS

November 11, 1963

PERRY COMO AND 'KRAFT MUSIC HALL' CAST OF HEADLINE GUESTS,
HEADED FOR SAN FRANCISCO-ORIGINATED NBC-TV SPECIAL

Perry Como will arrive in San Francisco on Nov. 16 to begin rehearsals for the Thursday, Nov. 21 NBC telecast of "Perry Como's Kraft Music Hall" (10 to 11 p.m. EST).

The telecast, second of Como's seven specials this season, will originate live in black and white from the stage of the 3,200-seat War Memorial Opera House in San Francisco. Guest stars will include Victor Borge, Nanette Fabray and Jose Greco. The guest stars and production staff members Mitchell Ayres (musical director), Ray Charles (choral director), Frank Gallop (announcer), Marlo Lewis (producer), Herb Sargent (chief writer) and Lee Becker Theodore (choreographer) all will arrive this weekend in San Francisco.

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WILMA SOSS TO PRESIDE AT WOMAN'S INVESTORS CLINIC

Wilma Soss, whose "Pocketbook News" is broadcast each Sunday on NBC Radio (6:05 p.m. EST), will be chairman of the Sixth Annual Woman's Investors Clinic Tuesday, Nov. 12 at the New York Hilton Hotel.

Sponsored by the Federation of the Woman's Shareholder in American Business Inc., which Miss Soss founded, the Clinic will consider "The New Climate for Investing." Miss Soss will speak on "Changes in the Wall Street Climate and Changes in the Social and Economic Climate for Women."

Mrs. Kathryn O'Hay Granahan, Treasurer of the United States, will be a guest speaker at the Clinic, making her first address in New York City since she became Treasurer. During the proceedings, Miss Soss will interview Mrs. Granahan for a future broadcast on NBC Radio's "Monitor."

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NBC-New York, 11/11/63

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For December, 1963 (All Times EST)

MONDAYS THROUGH FRIDAYS

10:30-11 a.m. -- "Merv Griffin's Word for Word"

11:30 a.m.-12 noon -- "Missing Links" (except Wednesday, Dec. 25)

12 noon-12:30 p.m. -- "Your First Impression"

12:30-12:55 p.m. -- "Truth or Consequences"

2-2:25 p.m. -- "People Will Talk" (through Dec. 27 only)

2-2:25 p.m. -- "Let's Make a Deal" (Dec. 30 and 31. Premieres
Dec. 30)

3:30-4 p.m. -- "You Don't Say!"

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"
(except Dec. 24)

Sunday, Dec. 1

3-4 p.m. -- "NBC News Encore"

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"

5:30-6 p.m. -- "G-E College Bowl"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

8:30-10 p.m. -- "The World's Greatest Showman"

10-11 p.m. -- "Du Pont Show of the Week"

Monday, Dec. 2

10-11 p.m. -- "Sing Along with Mitch"

(more)

2 - NBC-TV December Color Schedule

Tuesday, Dec. 3

10-11 p.m. -- "Bell Telephone Hour"

Wednesday, Dec. 4

7:30-9 p.m. -- "The Virginian"

Thursday, Dec. 5

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "Kraft Suspense Theatre"

Friday, Dec. 6

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"

10-11 p.m. -- "The Jack Paar Program"

Saturday, Dec. 7

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"

10-10:30 a.m. -- "The Hector Heathcote Show"

12:30-1 p.m. -- "The Bullwinkle Show"

1-2 p.m. -- "Exploring"

9 p.m. to conclusion -- "Saturday Night at the Movies"

Sunday, Dec. 8

3-4 p.m. -- "NBC News Encore"

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"

5:30-6 p.m. -- "G-E College Bowl"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

Monday, Dec. 9

7:30-9:30 p.m. -- "Monday Night at the Movies"

10-11 p.m. -- "Sing Along with Mitch"

Tuesday, Dec. 10

10-11 p.m. -- "The Andy Williams Show"

Wednesday, Dec. 11

7:30-9 p.m. -- "The Virginian"

(more)

3 - NBC-TV December Color Schedule

Thursday, Dec. 12

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "Kraft Suspense Theatre"

Friday, Dec. 13

7:30-8:30 p.m. -- "Mr. Magoo's Christmas Carol"

10-11 p.m. -- "The Jack Paar Program"

Saturday, Dec. 14

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"

10-10:30 a.m. -- "The Hector Heathcote Show"

12:30-1 p.m. -- "The Bullwinkle Show"

1-2 p.m. -- "Exploring"

8:30-9 p.m. -- "The Joey Bishop Show"

9 p.m.-to conclusion -- "Saturday Night at the Movies"

Sunday, Dec. 15

3-4 p.m. -- "NBC Children's Theatre"

4-5 p.m. -- "Hallmark Hall of Fame"

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"

5:30-6 p.m. -- "G-E College Bowl"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "The Making of a Pro"

Monday, Dec. 16

7:30-9:30 p.m. -- "Monday Night at the Movies"

10-11 p.m. -- "Sing Along with Mitch"

Tuesday, Dec. 17

10-11 p.m. -- "Bell Telephone Hour"

Wednesday, Dec. 18

7:30-9 p.m. -- "The Virginian"

(more)

4 - NBC-TV December Color Schedule

Thursday, Dec. 19

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "Kraft Mystery Theatre"

Friday, Dec. 20

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"

10-11 p.m. -- "The Jack Paar Program"

Saturday, Dec. 21

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"

10-10:30 a.m. -- "The Hector Heathcote Show"

12:30-1 p.m. -- "The Bullwinkle Show"

1 p.m. to conclusion -- Liberty Bowl Football Game

8:30-9 p.m. -- "The Joey Bishop Show"

9 p.m. to conclusion -- "Saturday Night at the Movies"

Sunday, Dec. 22

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"

5:30-6 p.m. -- "G-E College Bowl"

6-6:30 p.m. -- "Meet the Press"

7-7:30 p.m. -- Project 20 -- "The Coming of Christ"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "The Story of Christmas"

Monday, Dec. 23

10-11 p.m. -- "Sing Along with Mitch"

Tuesday, Dec. 24

10-11 p.m. -- "Bell Telephone Hour"

11:15 p.m.-12 Mid. -- Special Christmas program. Title and details to be announced.

(more)

5 - NBC-TV December Color Schedule

Wednesday, Dec. 25

7:30-9 p.m. -- "The Virginian"

9-10 p.m. -- NBC Opera Company -- "Amahl and the Night Visitors"

Thursday, Dec. 26

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "Kraft Suspense Theatre"

Friday, Dec. 27

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"

10-11 p.m. -- "The Jack Paar Program"

Saturday, Dec. 28

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"

10-10:30 a.m. -- "The Hector Heathcote Show"

12:30-1 p.m. -- "The Bullwinkle Show"

1-2 p.m. -- "Exploring"

8:30-9 p.m. -- "The Joey Bishop Show"

Sunday, Dec. 29

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"

5:30-6 p.m. -- "G-E College Bowl"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "Projection 64"

Monday, Dec. 30

7:30-9:30 p.m. -- "Monday Night at the Movies"

10-11 p.m. -- "Sing Along with Mitch"

Tuesday, Dec. 31

10-11 p.m. -- "The Andy Williams Show"

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NBC-New York, 11/11/63

November 12, 1963

UNION CARBIDE BUYS INTO THREE NBC-TV PROGRAMS

The Union Carbide Corp. has purchased sponsorship in three NBC-TV programs from May to July, 1964 -- "The Jack Paar Program," "The Eleventh Hour" and "Saturday Night at the Movies" -- it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The order was placed through William Esty Co.

"The Jack Paar Program" is telecast in color Fridays, 10-11 p.m. EST. "The Eleventh Hour" is telecast Wednesdays, 10-11 p.m. EST. "Saturday Night at the Movies" is telecast Saturdays, 9 p.m. EST to conclusion, most films in color.

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NBC TELEVISION NETWORK NEWS

November 12, 1963

'MUSEUMS WITHOUT WALLS'--VIA RELAY SATELLITE

Notable Art Will Be Shown in Live TV Exchange Between Louvre
In Paris and National Gallery in Washington on NBC-TV--
Program to Be Taped for Repeat Same Day

"Museums Without Walls," an NBC News special featuring a live exchange via Relay satellite between the Louvre in Paris and the National Gallery of Art in Washington, will be presented on NBC-TV Sunday, Nov. 17, 12:30-1 p.m. EST (including WNBC-TV). It will be taped and repeated the same day 6-6:30 p.m. EST (pre-empting "Meet the Press").

This unique TV cultural exchange of art masterpieces will also be offered live simultaneously to RTF (French TV) and to Eurovision at the same time it is being carried live on NBC-TV.

Herve Alphand, French ambassador to the United States, and Mme. Alphand will introduce the segment of the program originating at the National Gallery in Washington, and Charles E. Bohlen, U. S. ambassador to France, and Mrs. Bohlen, will have in similar roles at the Louvre.

Bernard Frizell, NBC News' Paris correspondent, will be anchor man in Paris, and Sander Vanocur, NBC News White House correspondent, will be at the National Gallery. Co-producers of this event, first of its kind to be presented on television, will be Dan O'Connor in Washington and Lucy Jarvis in Paris.

The National Gallery has indicated that it will reveal during the program its acquisition of a distinguished masterpiece. The gallery's director, John Walker, will discuss its collection. Other

(more)

works of art in the gallery's Mellon collection to be shown include Renoir's "Girl with a Watering Can," the David "Napoleon" and Mary Cassatt's "Boating Party."

The Louvre segment will present the sculpture of "Winged Victory," da Vinci's "Mona Lisa," a Poussin self-portrait, James McNeil Whistler's painting of his mother and Vermeer's "The Lace-Maker."

At the Louvre, several distinguished museum staff members will be introduced, including Germain Bazin, chief curator, and Madeleine Hours, curator in charge of laboratories, who will discuss the care of paintings and the detection of forgeries in art. M. Jean Chatelain, director of Museums of France, also will be introduced.

The program received the special approval of Andre Malraux, Minister of Culture of France, who has given NBC exclusive American rights to a special full-hour program on the Louvre's collection to be presented in color by NBC News next year. It is also M. Malraux's philosophy that "museums without walls" will make the world's great masterpieces more accessible to everyone everywhere.

Robert Priaulx is director of the segment from Paris.

James Kitchell is the director of the Washington portion of the program.

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NBC-New York, 11/12/63

LOU HAZAM WINS GOLDEN GATE AWARD FOR 'RIVER NILE' PROGRAM

NBC News producer Lou Hazam has won one of the two Golden Gate Awards at the San Francisco International Film Festival for his program titled "The River Nile." He also won Honorable Mention for his "Shakespeare: Soul of an Age."

Hazam both wrote and produced the two full-hour NBC-TV color specials, which won warm critical and popular acclaim. "The River Nile" was telecast Oct. 28, 1962, and "Shakespeare: Soul of an Age" Nov. 30, 1962.

His newest NBC News special, "Greece: The Golden Age," will be telecast in color Tuesday, Nov. 19 (9-10 p.m. EST), with Trevor Howard as off-camera narrator.

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NBC-New York, 11/12/63

NBC TELEVISION NETWORK NEWS

November 12, 1963

COMO DOFFS SWEATER FOR TUX IN FORMAL ATMOSPHERE OF SAN FRANCISCO'S
WAR MEMORIAL OPERA HOUSE FOR "KRAFT MUSIC HALL" SPECIAL WITH
VICTOR BORGE, NANETTE FABRAY AND JOSE GRECO

Perry Como deserts his comfortable cardigan sweater for a formal dinner jacket in the spirit of the grand opera setting of San Francisco's War Memorial Opera House, from which his Thursday, Nov. 21 "Perry Como's Kraft Music Hall" (NBC-TV, 10-11 p.m. EST) will originate. Victor Borge, Nanette Fabray and Jose Greco, as announced, are the guest stars for the special live telecast.

Perry will open the show singing "San Francisco," accompanied by the Ray Charles Singers and the Lee Becker Theodore Dancers. Miss Fabray will join Perry next to prove to him, with the aid of the Ray Charles Singers, how some of Perry's most famous hits can be sung "operatic style," as they are blended with the "Anvil Chorus."

Borge will do a special comedy spot in which he spoofs opera. He will be assisted in one portion of his monologue and piano recital by the Lee Becker Theodore Dancers. Borge will also provide accompaniment for Perry's vocal rendition of "No Other Love."

Greco and four men from his troupe will dance "Cortijo." Then Miss Fabray in Chinese garb will sing and dance "Glow Worm," accompanied by the dancers whose costumes add up to a most unusual segmented glow worm, in Chinese fashion.

In a special request spot, Como will answer viewer request mail by singing "Maria," "You Do Something To Me" and "I Left My Heart in San Francisco."

(more)

The "Como Chamber Music Society" (Perry and his guest stars and company) will offer a "chamber music" rendition of Chopin's "Fantasie Impromptu." Perry will close the program singing the traditional Thanksgiving hymn "Bless This House."

-----PROGRAM HIGHLIGHT NOV. 21-----

PERRY COMO'S KRAFT MUSIC HALL: From the War Memorial Opera House in San Francisco, Como and guests Victor Borge, Nanette Fabray and Jose Greco offer songs, dances and comedy.

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NBC-New York, 11/12/63

November 13, 1963

NBC-TV DAYTIME SALES TOTALING MORE THAN \$7,000,000

RECORDED DURING THE LAST TWO WEEKS OF OCTOBER

Daytime sales totaling more than \$7,000,000 were recorded by NBC-TV during the last two weeks of October, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

As a result of the heavy concentration of sales during this period, record first quarter 1964 daytime sales are assured, surpassing the previous record quarters of 1963.

One advertiser, Morton Salt Company, is placing its first order in network television. Morton, through its agency, Needham, Louis & Brorby Inc., has bought sponsorship in "Your First Impression," "Missing Links" and "Loretta Young Theatre."

The Brillo Mfg. Co. Inc. returns to NBC-TV's daytime schedule after an absence of several years. Brillo, through J. Walter Thompson Co., has bought into "Concentration," "Missing Links" and "Loretta Young Theatre."

Mattel Inc., Toy Manufacturers, renewed sponsorship in three shows for one year each starting this Spring: "Dennis the Menace," "Fury" and "Sgt. Preston of the Yukon." Mattel's agency is Carson-Roberts Inc.

Other advertisers buying into NBC-TV's daytime schedule during this period were Colgate-Palmolive Co. (through Norman, Craig & Kummel), National Biscuit Company (McCann-Erickson Inc.), Bristol-Myers Co. (Doherty, Clifford, Steers & Shenfield Inc.), Armour & Company (Foote, Cone & Belding), United Biscuit Company of America (MacManus,

(more)

2 - Daytime Sales

(John & Adams), Heublein Inc. (Fletcher Richards, Calkins & Holden), Miles Laboratories Inc. (Wade Advertising Inc.), E. I. Du Pont de Nemours and Company Inc. (N. W. Ayer & Son), Pharmaco Inc. (N. W. Ayer & Son), Menley & James Labs (Foote, Cone & Belding), James O. Welch Company (Chirurg & Cairns Inc.), Johnson & Johnson (Sullivan, Stauffer, Colwell & Bayles), Aluminum Co. of America (Ketchum, MacLeod & Grove) and Bissell Inc. (N. W. Ayer & Son).

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NBC-New York, 11/13/63



NBC COLOR TELEVISION NEWS

NBC NEWS CORRESPONDENTS TO RETURN FROM FOREIGN ASSIGNMENTS FOR "PROJECTION '64" TELECAST AND 10-CITY SPEAKING TOUR

Twelve NBC News correspondents whose assignments cover the world will gather in this country next month for a color TV news special and a 10-city speaking tour.

The program, titled "Projection '64," will originate from New York on NBC-TV Sunday, Dec. 29 (10 to 11 p.m. EST). The NBC Newsmen will discuss conditions in the areas to which they are assigned and look ahead to what may be expected in 1964.

"Projection '64" will be the seventh annual program of its type to be presented by NBC News. Chet Hagan will be the producer.

Correspondents participating will be:

Joseph C. Harsch, London; Bernard Frizell, Paris; Welles Hangen, Bonn; Irving R. Levine, Rome; John Rich, Tokyo; James Robinson, Hong Kong; George Clay, Africa; Wilson Hall, South America; Elie Abel, State Department; Sander Vanocur, White House; Ray Scherer, Congress. Frank McGee of NBC News in New York will serve as moderator.

The cross-country speaking tour will take the correspondents to Pittsburgh, Omaha, Detroit, Chicago, Philadelphia, New York, New Orleans, Los Angeles, Boston and Washington. Following is the schedule:

Jan. 3 -- Foreign Policy Association, Pittsburgh.

Jan. 5 -- University of Omaha.

Jan. 6 -- Economic Club, Detroit.

Jan. 7 -- Executives Club, Chicago.

(more)

Jan. 8 -- World Affairs Council, Philadelphia.
Jan. 9 -- Foreign Policy Association, New York.
Jan. 10 -- Foreign Relations Association, New Orleans.
Jan. 13 -- The Modern Forum, Los Angeles.
Jan. 15 -- World Affairs Council, Boston.
Jan. 16 -- National Press Club, Washington.

PROGRAM HIGHLIGHT DEC. 29

PROJECTION '64 (10 to 11 p.m. EST) -- NBC Newsmen
return from foreign assignments for full-hour program
to discuss conditions in their areas and look forward
to what developments may be expected in 1964. (Color).

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NBC-New York, 11/13/63

NBC TRADE NEWS

11 REPORTERS IN 5 CITIES INTERVIEW MITCH MILLER IN CLOSED CIRCUIT
TV PRESS CONFERENCE BROADCAST TO NBC AFFILIATES, WITH MORE
EDITORS AND COLUMNISTS 'SITTING IN' ON QUESTIONING

Eleven reporters interviewed NBC-TV star Mitch Miller via a closed-circuit press conference Tuesday, Nov. 12, which was broadcast to the network's affiliate stations -- where many more TV editors and columnists "sat in" on the interview.

Miller, on closed-circuit TV, was questioned by newsmen in Indianapolis, Memphis, Nashville, Pittsburgh and Shreveport, who talked with the conductor via two-way audio lines.

The talk ranged over a variety of subjects: why Miller grew a beard, ratings, the "Sing Along" style of singing, folk music, the demise of big bands, the success of singer Leslie Uggams on his show and how "Sing Along" themes are chosen.

Titled "Q. and A. Along with Mitch," the closed-circuit interview was the fourth in a series set up by NBC's Promotion Department. It ran from 1 to 2 p.m. EST, with promos being fed to the stations following the questioning.

Miller was in a New York studio. The reporters from the five cities who questioned him were Win Fanning of the Pittsburgh Post-Gazette, Sharon Hall and Lynnell Jackson of the Carthage (Texas) High School Carthaginian, Julia Inman of the Indianapolis Star, Tom Mayhew of the Nashville Tennessean, Dave McClelland of TV Key in Shreveport, Henry Mitchell of the Memphis Commercial Appeal, Red O'Donnell of the Nashville Banner, Lynn Rawlings of the Indianapolis Times, Polly Waldron of Radio Station WKWH, Shreveport, and Alice Weston of WIIC, Pittsburgh.

("Sing Along with Mitch" is telecast in color Mondays, 10 to 11 p.m. EST.)

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NBC-New York, 11/13/63

RICHARD CHAMBERLAIN'S FIRST STARRING MOVIE IS RELEASED

Richard Chamberlain's first starring motion picture since taking the title role of NBC-TV's "Dr. Kildare" series has opened across the country. The M-G-M feature is titled "Twilight of Honor." In it Chamberlain has the role of a young defense attorney. Co-starring with him in the picture is young Joey Heatherton, daughter of bandleader Ray Heatherton. The "Dr. Kildare" series, telecast Thursdays (8:30-9:30 p.m. EST), is in its third season.

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NBC-New York, 11/13/63

CREDITS FOR 'GREECE: THE GOLDEN AGE,' NBC NEWS SPECIAL,
ON NBC-TV IN COLOR TUESDAY, NOV. 19 (9-10 P.M. EST)

Program Title: "Greece: the Golden Age"

Time: NBC-TV color program Tuesday, Nov. 19
(9 to 10 p.m. EST).

Description: An NBC News special designed to bring to
life the glory that was ancient Greece.
The program was filmed in color at
classical sites in Athens, Delphi,
Olympia, Epidaurus and on the islands
offshore. The major portion of the
program is devoted to the Age of
Pericles (486-430 B.C.), which marked the
high tide of ancient Greek civilization.

Written by Lou Hazam

Produced by Lou Hazam

Narrator: Trevor Howard (off-camera)

Directed by Ray Garner

Photographed by Brad Kress

Original music composed and
conducted by George Kleinsinger

Associate Producer: Dan Karasik

Consultant: Dr. Paul MacKendrick, professor of
classics, University of Wisconsin.

Supervising Film Editor: Constantine S. Gochis

Production Coordinator: Louis Happ

(more)

Off-camera voices: Norman Rose, Lester Rawlins, Ralph Bell, Mandel Kramer, Lawson Zerbe, Roger DeKover, Guy Sorel, Karl Weber, Guy Repp, Vera Allen (off-camera).

NBC News acknowledges the cooperation of: The Royal Greek Government; the Royal Greek Embassy of Washington, D. C.; Acropolis Museum, Athens; Ceramicus Museum, Athens; National Museum, Athens; Delphi Museum, Delphi; Olympia Museum, Olympia; Capitoline Museum, Rome; Museo delle Terme, Rome; Vatican Museum, Rome; Glyptothek Museum, Munich; British Museum, London.

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NBC-New York, 11/13/63

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

November 14, 1963

NBC EXECUTIVES WILL MEET IN SAN FRANCISCO WITH

PROMOTION MANAGERS OF **NBC** AFFILIATED STATIONS

Publicity, Promotion and Ad Campaigns to Be Discussed

Executives of the National Broadcasting Company will meet with promotion managers of NBC affiliated stations around the country in San Francisco Sunday, Nov. 17 prior to the annual four-day Broadcasters' Promotion Association convention there.

The NBC officials will review the season's publicity, promotion and advertising campaigns and discuss plans for the future.

Attending from NBC will be Louis Hausman, Vice President, General Executive; Mort Werner, Vice President, Programs, NBC-TV Network; Grant Tinker, Vice President, Television Network Programs, West Coast; Sydney H. Eiges, Vice President, Public Information; Al Rylander, Vice President, Promotion; M. S. Rukeyser Jr., Vice President, Press and Publicity; Lawrence K. Grossman, Vice President, Advertising; Robert Northshield, General Manager, NBC News; Ralph F. Shawhan, Director, Press and Publicity, West Coast; Gerald E. Rowe, Director, Audience Advertising and Promotion; John Scuoppo, Director, Promotion; Earl L. Zeigler, Manager, Press and Publicity Operations, West Coast; Raymond C. Johnson, Manager, Station Promotion, and Morton Fleischmann, Manager, Promotion, West Coast.

Speakers before the NBC group include Paul W. Sheldon, Director of Advertising for the Gulf Oil Corporation. He will outline promotion plans for Gulf's sponsorship of NBC's television

(more)

and radio coverage of next year's conventions and elections.

In addition to his appearance at the NBC meeting, Mr. Rowe will be a panelist in a BPA discussion dealing with the promotion of movies on television.

Several NBC-TV stars from the West Coast will make appearances at the NBC meeting. They are Joey Bishop, Abby Dalton and Corbett Monica of "The Joey Bishop Show," Bill Dana of "The Bill Dana Show," James Drury of "The Virginian," Jack Ging of "Eleventh Hour," Gary Lockwood of "The Lieutenant," James Franciscus of "Mr. Novak" and Jeff Hunter of "Temple Houston."

On Saturday evening, Nov. 16, the NBC group will meet with the NBC Affiliates Promotion Committee, a seven-member committee representing all NBC station promotion managers. This will be a closed session. Members of the Affiliates Promotion Committee, are: Caley Augustine, WIIC, Pittsburgh; Stan Cohen, WDSU-TV, New Orleans; Steve Fox, KOA-TV, Denver; Kirt Harris, KPRC-TV, Houston; James Knight, WTRF-TV, Wheeling; Dick Paul, WAVY-TV, Norfolk; and Dick Robertson, KRON-TV, San Francisco.

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NBC-New York, 11/14/63

November 14, 1963

SCHICK BUYS SPONSORSHIP IN 'THE LIEUTENANT'

The Schick Safety Razor Company Division of Eversharp Inc. has purchased sponsorship in NBC-TV's "The Lieutenant," it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The Schick campaign will begin Jan. 4. The agency for Shick is Compton Advertising, Inc.

"The Lieutenant" is broadcast Saturdays (7:30 to 8:30 p.m. EST) and stars Gary Lockwood in the title role.

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November 14, 1963

'THIS WAS TOSCANINI': NEW TEXT-AND-PICTURE BOOK
TELLS STORY OF THE FAMOUS CONDUCTOR

A new book, "This Was Toscanini," has been published by Vanguard Press, for release in bookstores throughout the country on Nov. 27. The book contains both text and photos of Arturo Toscanini.

Text was written by the late Samuel Antek. Antek had a special point of contact with the noted maestro. He was a member of the first violin section of the NBC Symphony Orchestra during the years that Toscanini and his orchestra were making musical history in their weekly broadcasts. Antek was later to become a conductor himself, for several years before his untimely death.

Pictures were taken by Robert Hupka over a period of years at rehearsals and recording sessions. Hupka was an employee of RCA Victor, Toscanini's recording company, and had special opportunities to photograph Toscanini in action.

A special foreward has been written for the book by the noted writer Marcia Davenport, who also enjoyed friendship with the Toscanini family.

In eighty pages of text, Antek analyzes Toscanini's working methods and musical points of view. He takes readers to actual rehearsals, about which he kept notes at the time, bringing alive in his book the working sessions that made the memorable concerts possible. Toscanini's temper tantrums have been widely written about, but the hours of patient rehearsal, which were the general rule, have been passed over as less dramatic.

(more)

In Antek's book the reader finds that this is really where the great drama took place, in the shaping of the music under the watchful eye and baton of Toscanini. As Antek says: "Playing with Toscanini was a musical rebirth."

("Toscanini--The Man Behind the Legend" is a weekly feature on NBC Radio.)

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NBC-New York, 11/14/63

NBC RADIO NETWORK NEWS

November 14, 1963

'EXPERIMENT IN DRAMA'--SPECIAL NBC RADIO PRESENTATION
OF TWO RAY BRADBURY SCIENCE-FICTION STORIES--TO CARRY
REQUEST FOR AUDIENCE VIEWS ON RADIO DRAMA PROGRAMMING

"Experiment in Drama," a special presentation, will be presented Sunday, Nov. 17 (6:30-7 p.m. EST) on the NBC Radio Network (including WNBC). The "experiment" in "Experiment in Drama" lies in NBC Radio requesting listeners to express their attitude toward dramatic programming in radio today.

For the "experiment," two science-fiction stories by Ray Bradbury will be presented: "There Shall Come Soft Rains" and "Zero Hour." The former is placed in the year 1985. It tells of a completely automatic house and what happens to it immediately after an atomic attack which destroys the population of Earth.

"Zero Hour" is the story of a Martian invasion of Earth in which the children of Earth are enlisted in a child's game called "Invasion."

Listeners will be asked to send their comments on "Experiment in Drama" to the NBC affiliated stations in their areas, or c/o Drama, NBC, New York.

"Meet the Press," usually broadcast Sundays 6:30-7 p.m. EST, will not be presented on this date.

—RADIO PROGRAM HIGHLIGHT--NOV. 17—

EXPERIMENT IN DRAMA: Two Ray Bradbury science-fiction dramas, "There Shall Come Soft Rains" and "Zero Hour," will be heard in this special half-hour presentation.

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November 14, 1963

HEPP TO BIG STORIES

- - -
Husband-and-Wife Team on African Beat for NBC News

NBC was awaiting a report via radio circuit from Cyprus one day, when a cable arrived: "Sorry can't make circuit...on way to hospital to have a baby."

Since the vast majority of NBC overseas reporters are males, this was an entirely new reason for not meeting a deadline.

Phyllis Hepp is the NBC News reporter who sent the cable -- that was five years ago -- to a startled communications center. A former New York City schoolteacher, Phyllis and her husband operate as a team assigned to the NBC News bureau in Nairobi, Africa. Her husband is Louis Hepp, newsfilm photographer and one-time cameraman for the royal family of Greece. Hepp's reports have been presented on the "NBC White Paper" series, and other programs. He also is production coordinator for the filming of "Greece: the Golden Age," a full-hour color special NBC-TV will telecast Tuesday, Nov. 19 (9-10 p.m. EST).

Phyllis was born in Brooklyn, N. Y., Aug. 16, 1932. She attended New Jersey's Douglass College and the New York State College for Teachers. She had taught at New York's Malvern High School and Colonie High School, and went to Athens one Summer as part of the Experiment in International Living, representing the city of Albany. She was so fascinated by the beauty of Greece that she decided to return to Athens permanently. While she was there, teaching in the American High School, she met and married Louis in 1957.

Louis was born in Athens on Feb. 23, 1925. He was educated in Athens and Vienna and became interested in film work through his father, a film cameraman who still is active in movie production in

Greece and occasionally for NBC News in Athens. Louis has done motion picture work for German, Italian and Greek studios, and also had a lengthy assignment as cameraman for the activities of the royal family of Greece.

After their marriage, while Louis was covering the Athens scene on film for NBC, Phyllis auditioned as a reporter for the network, and her first assignment was a feature on Athens which was telecast on the "Huntley-Brinkley Report." She covered many news stories throughout Greece, in 1960 reported on the riots in Turkey, and at times on events in the Congo. Many of her reports and scheduled on the NBC Radio's "Emphasis" series.

Louis ducked machine-gun fire in Katanga, crawled through the brush filming rebel attacks in Angola, and stood up to threatening cannibals of the Baluba tribe, in his various newsgathering film assignments for NBC. But his narrowest escape was the time that a native in Leopoldville dropped an oversized cocoanut from a tree. It crashed through Hepp's car, just missing his head.

In a less harrowing experience, he spent an afternoon with President Tshombe, teaching him to say "I do not speak English very well." Hepp speaks Greek, Italian, German, French and English.

Little Louis Hepp Jr., whose imminent arrival resulted in the aforementioned emergency cable, is now five years old. He has been so close to many of his parents' news assignments that he recently was given an honorary membership in the United Nations Press Corps in the Congo and he even has his own press card. His parents modestly suggest that he is perhaps the youngest member of the Congo press corps.

In November, 1962, Alexander Hepp arrives on the scene -- perhaps less spectacularly than his brother, since it was a quiet day in Africa and his mother had no urgent news assignment.

CREDITS FOR "THE WORLD'S GREATEST SHOWMAN"

90-MINUTE NBC-TV COLOR SPECIAL

Program: "The World's Greatest Showman"

Time: NBC-TV, in color, Sunday, Dec. 1 (8:30-10 p.m. EST).

Format: The story of Cecil B. DeMille's legendary Hollywood career will be reviewed by many of his top stars, illustrated by excerpts from his famous movies, and depicted by film clips of the director in action. Many of the stars will re-enact highlights of their association with DeMille.

Starring as Program Guests: Yul Brynner, Charlton Heston, Bob Hope, Betty Hutton, Edward G. Robinson, Barbara Stanwyck, James Stewart, Gloria Swanson and Cornel Wilde.

Special Appearances: Samuel Goldwyn, the Rev. Dr. Billy Graham.

Motion Picture Excerpts: "The Ten Commandments," "The Greatest Show on Earth," "Samson and Delilah," "The Buccaneers," "Sunset Boulevard," "The Squaw Man," "The Little American," "Manslaughter," "The Cheat," "King of Kings" and others.

Writer-Producer: Stanley Roberts

Co-Producer: Henry Wilcoxon

Director: Boris Sagal

Producing Company: Metro-Goldwyn-Mayer Television, in association with Paramount Pictures, and with cooperation of the DeMille Trust.

Music Composed and Conducted by Elmer Bernstein

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2 - Credits for "The World's Greatest Showman"

Director of Photography:	Philip Lathrop
Art Direction:	George W. Davi and Gabriel Scongmaillo
Production Assistant:	Berenice Mosk
Supervising Film Editor:	John Dunning
Film Editor:	Hugh Fowler
Ass't Director:	Donald Roberts
Set Decoration:	Henry Grace, Frank McKelvy
Recording Supervisor:	Franklin Milton, Harold Lewis
Sponsor (and Agency):	Eastman Kodak Company (J. Walter Thompson)
NBC Press Representatives:	Neil Clemans (Burbank), Stan Levine (New York).

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NBC-New York, 11/14/63

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

2-X-H

November 15, 1963

NBC STARTS ITS 38TH YEAR

Today (Nov. 15), marks the 37th anniversary of the first NBC Radio Network program. The inaugural broadcast in 1926 originated at New York City's old Waldorf-Astoria Hotel -- with some distant remotes -- and included an array of top stars of stage, concert and music hall over a network of 25 stations -- 21 of them charter affiliates, four especially added.

Another NBC anniversary was reached last Monday (Nov. 11). On that date -- in 1933 -- the company officially opened its Radio City studios in the RCA Building of Rockefeller Center in New York City.

JOEY BISHOP AND HIS NBC-TV CO-STAR, ABBY DALTON,
TO BE HONORED BY VARIETY CLUB IN PITTSBURGH

Joey Bishop, star of NBC's "The Joey Bishop Show," and his co-star, Abby Dalton, will be honored by the Variety Club Tent Number 1 of Pittsburgh, at the organization's annual banquet Sunday evening, Nov. 24.

The Pittsburgh Variety Club has chosen Bishop as "Comedian of the Year" and Miss Dalton as "Television Mother of the Year," the honors being based on their husband-and-wife portrayals of Joey and Ellie Barnes.

Both Bishop and Miss Dalton will attend the banquet at the Penn Sheraton Ballroom to accept their awards. Arrangements for their accepting the honors in person were made by Caley Augustine, Promotion Manager of Station WIIC, the NBC-TV affiliate in Pittsburgh.

("The Joey Bishop Show" is telecast in color Saturdays, 8:30 p.m. EST.)

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NBC-New York, 11/15/63



November 15, 1963

MILTON BERLE STARS AS ONCE-SUCCESSFUL POLITICAL MANAGER TACKLING
DIFFICULT CAMPAIGN, ON BOB HOPE'S "CHRYSLER THEATRE"

First Eugene Burdick Story Written Especially for TV Also Stars
Dina Merrill, Ruth Roman, Robert Webber and Hope Holiday

Milton Berle stars in Eugene Burdick's first story written especially for television, "The Candidate," a drama that probes the integrity of a desperate political campaign manager, on "Bob Hope Presents the Chrysler Theatre" color series Friday, Dec. 6 (NBC-TV, 8:30-9:30 p.m. EST).

Dina Merrill, Ruth Roman, Robert Webber and Hope Holiday also star in the Burdick original, a behind-the-scenes portrait of a veteran political "king-maker" who finds himself powerless to stop the disintegration of both his professional and personal life.

Like a fighter down-for-the-count, once-successful campaign organizer Parker Hite (Berle) is struggling to secure the gubernatorial nomination for Robert Cowley (never seen in the teleplay). Hite is frustrated by the belief that Cowley opposes him at every turn. With a record of two recent and notable failures, Hite is desperate to prove to himself and to his wife (Miss Roman) that he still has the "touch." Scant hours before the convention, Cowley becomes involved in a family crisis and Hite marshals every available tool at his command to avoid defeat.

(more)



THE
OFFICE OF THE
SECRETARY OF THE
NAVY
WASHINGTON, D. C.
JANUARY 1, 1900

TO THE
HONORABLE
MEMBERS OF THE
NAVY
DEPARTMENT
WASHINGTON, D. C.

FOR THE
RECORD
AND
FOR THE
NAVY DEPARTMENT

THE
NAVY DEPARTMENT
WASHINGTON, D. C.
JANUARY 1, 1900

THE
NAVY DEPARTMENT
WASHINGTON, D. C.

Dina Merrill appears as Joan Cowley, the candidate's wife; Robert Webber portrays Stuart Landsman, Hite's statistical expert; and Hope Holiday plays Carol Burlingame, Hite's secretary.

Stuart Rosenberg directed the drama for producer Dick Berg.

PROGRAM HIGHLIGHT DEC. 6

BOB HOPE PRESENTS THE CHRYSLER THEATRE: "The Candidate" starring Milton Berle, in a drama about a political campaign manager. This is Eugene Burdick's first story written especially for TV.

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NBC-New York, 11/15/63

NBC TELEVISION NETWORK NEWS

COLOR TELECAST

November 15, 1963

NBC-TV STARS AND OTHER TOP PERFORMERS TO JOIN LINE OF MARCH
IN MACY'S THANKSGIVING DAY PARADE

Holiday Spectacle to Be Telecast in Color by NBC-TV

Three NBC-TV stars -- Mitch Miller, Michael Landon and James Drury -- and other showbusiness celebrities including Janis Paige, Craig Stevens, Troy Donahue, Jack Palance, Allan Sherman, Gene Krupa and Ray Bolger will join the line of march in Macy's 37th annual Thanksgiving Day Parade, which NBC-TV will televise in color Thursday, Nov. 28 (10 to 11:30 a.m. EST).

Lorne Greene, co-star of NBC-TV's "Bonanza" color series, and Betty White will be the commentators for NBC-TV's 90-minute color coverage of the procession, which also will feature six huge helium-filled balloons, colorful floats, marching bands, and dancing and singing groups. Many of the entertainers and all of the bands will stage exclusive performances before the NBC-TV color cameras in front of Macy's, on Broadway at Herald Square.

The showbusiness stars who will appear in New York's traditional holiday spectacle, and some of the chief floats, listed according to the tentative order in the parade include:

The World's Fair float, with a huge replica of the 1964 New York World's Fair symbol, the Unisphere, will carry Miss International Beauty.

(more)

2 - Thanksgiving Parade

Michael Landon, co-star of NBC-TV's "Bonanza," and James Drury, co-star of NBC-TV's "The Virginian" color series, will ride the parade route on horseback, leading a "sheriff's posse."

Jack Palance, star of "The Greatest Show on Earth" TV series, will be aboard the "Circus" float, along with trampolinists and acrobats who will perform when the float reaches the NBC-TV color cameras.

Radio City Music Hall will have a "Showplace" float, with a huge replica of the Music Hall proscenium arch accompanied by members of the Music Hall's Choral Ensemble. When the float approaches the NBC-TV cameras, the theatre's 24-member Ballet Company will join the procession for a number, followed by the 36-girl line of the Music Hall Rockettes performing one of their famed precision dances for TV viewers.

Ray Bolger, aboard a horse-drawn circus wagon, will sing "L'il Elfy" when he reaches Herald Square.

Mitch Miller and the 25-man "Sing Along Gang" of NBC-TV's "Sing Along with Mitch" color series will ride the "Great Songs of Christmas" float. When the float comes into range of the NBC-TV cameras, they will sing "Rudolph, the Red-Nosed Reindeer," and Mitch will lead spectators in the grandstand area in a second chorus of the song.

Captain Bob Cottle, host of NBC-TV's "Ruff 'n' Reddy" color series, will ride a "Pirate Ship" float.

The New York City Center Light Opera Company will re-create a scene from "Porgy and Bess" with a float that bears a replica of the "Catfish Row" set. A chorus will perform excerpts from the musical before the NBC-TV cameras.

(more)

3 - Thanksgiving Parade

TV and film star Troy Donahue will ride in the car that pulls the New York City float, with its replica of the Statue of Liberty and a separate level for each of the five boroughs of the city, which is celebrating its 300th anniversary.

Gene Krupa, with drums and a combo, will ride a "Jazz" float, with Judy Doll of Akron, Ohio, winner of the "Miss Teen-age America" title. The jazz group will play when the float reaches the NBC-TV cameras.

Lincoln Center for the Performing Arts will have a float that represents the octagonal stages of Shakespearean days, with dancers from the Metropolitan Opera Company performing for TV viewers.

Allan Sherman will ride the "Toyland" float, accompanied by a group of youngsters. When the float approaches the NBC-TV cameras, Sherman will sing "Hello Mudder, Hello Fadder," from his "My Son, the Nut" album.

A parade within a parade will be the feature of the "Here's Love" float, which will have Janis Paige, Craig Stevens, Valerie Lee, Fred Gwynn and Paul Reed from the cast of the hit musical and a Broadway street scene during a Thanksgiving Day parade.

And, to climax the parade, as in past years, there will be Santa Claus, riding his "Christmas Sleigh" float and waving a cheery holiday greeting to one and all.

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NBC-New York, 11/15/63

BILL MUNDAY, WHO ANNOUNCED 1929 ROSE BOWL GAME FOR NBC RADIO,
RECALLS FAMOUS WRONG-WAY RUN FOR NEW YORK TOUCHDOWN CLUB

One of history's most famous detours -- the wrong-way run of Roy Riegels in the Rose Bowl Game between Georgia Tech and California on New Year's Day of 1929 -- was recalled yesterday (Nov. 14) by sportscaster Bill Munday at a luncheon of the New York Touchdown Club.

Munday, who announced the 1929 grid contest with the late Graham McNamee for the NBC Radio Network, was a guest of honor at the luncheon in the Lambs' clubhouse. Munday told of the dramatic misplay that combined pathos, comedy and suspense. Munday also displayed a rare film clip of the wrong-way run.

The 35th anniversary of that game occurs Wednesday, Jan. 1, and the Rose Bowl contest of that date will be covered from Pasadena on the NBC Television Network in color, and on the NBC Radio Network (4:45 p.m. EST).

NBC-New York, 11/15/63

NBC-TV NETWORK PROGRAM

CESAR ROMERO TO BE HOST-NARRATOR IN 4 POST-FILM
APPEARANCES ON 'SATURDAY NIGHT AT MOVIES'

Cesar Romero will be host-narrator in a series of four appearances on NBC-TV's "Saturday Night at the Movies" (9 p.m. EST to conclusion).

He will appear, at the end of each motion picture, in 10-minute segments, two of them featuring an interview with a star of that night's movie, and the other two showing specially edited film clips of such Hollywood greats as Theda Bara, John Barrymore, Dolores Costello, Hoot Gibson and Buck Jones.

Romero will participate first on Saturday, Nov. 23, after the showing of "Imitation General," starring Glenn Ford and Red Buttons. Romero will narrate a specially prepared film of early Hollywood.

For the Saturday, Dec. 7 color presentation of "The Left Hand of God," Romero will interview Lee J. Cobb, who stars in the film with Humphrey Bogart and Gene Tierney. (Cobb is a star of NBC-TV's "The Virginian" series.)

On Saturday, Feb. 8, Romero's special short subject will deal with more rare films of early Hollywood. "Edge of the City," starring John Cassavetes and Sidney Poitier, will be the main feature.

Romero will conclude his series Saturday, Feb. 29 with an interview of Lee Marvin, one of the stars of "Violent Saturday," the movie to be presented in color on the date.

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NBC-New York, 11/15/63

NBC TELEVISION NETWORK NEWS

November 15, 1963

N.Y.-LONDON CHAT ON THEATRE SEASON IN TWO CITIES WILL BE
SEEN AND HEARD LIVE ON 'TODAY' VIA RELAY SATELLITE

A live transatlantic TV discussion on the New York and London theatre season will be performed via the Relay communications satellite on NBC's "Today" show Thursday, Nov. 21 (during the 8:30-9 a.m. segment of the 7-9 a.m. EST program).

"Today" host Hugh Downs in New York will talk with Bernard Levin, noted British drama critic in London. They will compare the current drama season in the two cities and discuss the success several British shows are having in New York, the types of British plays that become popular in the United States, British reaction to American plays, and related subjects.

This international discussion is expected to be the first of several television reports from Europe on a variety of topics to be presented on "Today" during coming months.

Relay, designed and built by the Radio Corporation of America, was launched into orbit by the National Aeronautics and Space Administration on Dec. 13, 1962.

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NOTE TO EDITORS

ADDITION TO CREDITS FOR 'GREECE: THE GOLDEN AGE'

Please add to credits for "Greece: The Golden Age"
which appeared in NBC Daily News Report dated 11/13/63:

SPONSOR: Reynolds Metals

AGENCY: Lennen and Newell

(Playdate of this NBC News color television special
is Tuesday, Nov. 19, 9-10 p.m. EST.)

NBC-New York, 11/15/63

CREDITS FOR 'THAT WAR IN KOREA,' A 'PROJECT 20' SPECIAL
ON NBC-TV WEDNESDAY, NOV. 20 (7:30-9 P.M. EST)

Program: "That War in Korea"

Time: NBC-TV Wednesday, Nov. 20 (7:30 to
9 p.m. EST)

Description: A 90-minute "Project 20" special dealing
with what has been termed "the
strangest war ever fought by man."
The program, made up of authentic news
film, will mark the tenth anniversary
of the agreement (July 27, 1953) that
brought a cease-fire to the three-year
conflict. Topically, the program is
divided into 16 segments: The Japan
Occupation, North Korean Preparations,
Portrait of Korea, Outbreak of War,
Retreat to Pusan, Inchon, Advance
North, Retreat and Evacuation, General
MacArthur Goes, Back Home, Back in
Korea, Peace-Talking, Prisoners --
Ours and Theirs, the Cease-Fire,
Prisoner Homecoming, The War Goes On.

Narrator: Richard Boone (Off-camera)

Producer-Director: Donald B. Hyatt

Writer: Richard Hanser

Music Composed and
conducted by Robert Russell Bennett

(more)

2 - Credits for 'That War in Korea'

Associate Producer:	Robert Garthwaite
Research Director:	Daniel W. Jones
Assistants:	James Sage, Claire Rosenstein, Rhoda Grady, Barbara Monks
Film Editor:	Silvio D'Alisera
Assistant Film Editor:	James Pallan
Sponsor:	Xerox Corporation
Agency:	Papert, Koenig, Lois Inc.

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NBC-New York, 11/15/63

MORT WERNER

Vice President, Programs, NBC Television Network

Unlike many executives who begin their careers following formal education, Mort Werner, Vice President, Programs, NBC Television Network, entered the broadcasting industry at the age of 14, selling time for a San Francisco radio station.

From this precocious beginning, Mr. Werner has had a comprehensive and colorful career. He has been a bandleader, singer, program director, Summer stock manager, station manager, producer of radio programs, and producer of television programs.

He has held varied positions of responsibility with Kaiser Industries, the Young & Rubicam advertising agency, and NBC.

Robert Morton Werner was born May 5, 1916 in San Francisco. While still in high school, he was employed part time by KSN, a former radio station. His interest in showbusiness as both a singer and piano player led to his formation of a danceband.

His singing brought modest fame on KFRC in San Francisco and he became a "personality" with the Columbia-Don Lee Broadcasting System in 1932.

Subsequent years found Mr. Werner with radio station KMTR in Los Angeles where he was associated with bandleader Phil Harris. He helped develop and was master of ceremonies of KMTR's radio series "Sing With Your Favorite Band."

In 1939, Mr. Werner married Martha Wilkerson, a colleague at KMTR. A talented scriptwriter, Mrs. Werner has written for several leading network programs "(Robert Montgomery Presents," "Somerset

(more)

Maugham Playhouse" and "Hollywood Star Theatre") and motion picture scripts for Paramount and Columbia. During World War II, Mrs. Werner was "GI Jill" on broadcasts of the Armed Forces Radio Services.

Mr. Werner was program director for the Office of War Information in San Francisco during the war's early years, moving on to program director for the Armed Forces Radio Services in 1943.

When the war ended, Summer stock beckoned and Mr. Werner, with some associates, organized a theatre group at Laguna Beach, Calif. Following this, he joined a station management group that founded radio stations at Eureka and Ventura, Calif., Mr. Werner becoming general manager of the latter.

In 1951, he joined NBC. He played a major role in the development of the NBC television series "Today," "Home" and "Tonight," becoming executive producer of all three. Mr. Werner also played a key role in molding the NBC Radio weekend service, "Monitor."

Early in 1955, Mr. Werner was named Director of Participating Programs, several months later moving up to Director of National Programs, and in December, was elected Vice President, National Programs. In 1957, he took over the post of Vice President, Daytime Television Programs, at NBC.

This same year, Mr. Werner joined the Kaiser Industries as a Vice President in the advertising and broadcasting fields. This led, in two years, to a post with Kaiser's advertising agency, Young & Rubicam, as Vice President and Director of Radio and Television. He became a Senior Vice President in 1959 and was named to Y & R's executive committee a year later.

(more)

Mr. Werner returned to NBC in the Summer of 1961 to his present position. He is also the current President of the National Academy of Television Arts and Sciences.

The Werners live in Scarsdale, N. Y. They have two daughters, the oldest, Mrs. Carol Tieg, is a professional singer, appearing on television, and the youngest, Jill Werner, 16, is a high school student.

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NBC-New York, 11/15/63

2-X-H NBC RADIO NETWORK NEWS

November 18, 1963

Attention, Sports Editors

LEN DILLON, NBC RADIO SPORTS EDITOR, CONFERS IN AUSTRIA
ON PLANS FOR COVERAGE OF WINTER OLYMPIC GAMES

Len Dillon, sports editor of the NBC Radio Network and producer of NBC Radio's coverage of the Ninth Winter Olympic Games in Innsbruck, Austria, left yesterday (Nov. 17) to confer with members of the Austrian Olympic Games Committee about radio facilities and arrangements.

Accompanying Dillon to Austria is sportscaster Jay Miller. Miller, Dillon and former Olympic champion Bob Richards will be the commentators for NBC Radio's coverage of the Winter Olympics action, starting with advance broadcasts Jan. 25 and following with reports of all major events when the Winter Games are held between Jan. 29 and Feb. 9.

In addition to visiting the sites of events and checking radio facilities, Dillon will tape interviews with Olympic officials and members of the Austrian Winter Olympic team. The interviews will be heard on NBC Radio's "Monitor" after he returns Nov. 23.

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NBC TELEVISION NETWORK NEWS

November 18, 1963

FRENCH MINISTER OF FOREIGN AFFAIRS MAURICE COUVE DE MURVILLE
(IN STUDIO IN FRANCE) TO BE 'MEET THE PRESS' GUEST IN FIRST
INTERNATIONAL INTERVIEW ON SERIES VIA RELAY SATELLITE

NBC's "Meet the Press" will present its first international interview via Relay satellite on Sunday, Nov. 24, when Maurice Couve de Murville, France's Minister of Foreign Affairs, will be guest.

M. de Murville will be in a television studio in France (the location of which has not been selected) with Ned Brooks, regular moderator of "Meet the Press," and NBC News' Paris correspondent Bernard Frizell.

In NBC's New York studios will be Lawrence E. Spivak, producer and permanent panelist on the program; John Oakes of the New York Times, and an additional interviewer (to be announced).

The program will be taped in black and white earlier that day and presented on the NBC-TV Network in its regular time period, 6 to 6:30 p.m. EST, and the NBC Radio Network will broadcast the interview 6:30 to 7 p.m. EST.

PROGRAM HIGHLIGHT NOV. 24

MEET THE PRESS: France's Minister of Foreign Affairs, Maurice Couve de Murville (in a French TV studio), will be guest on this series' first international interview, via Relay satellite.

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NBC-New York, 11/18/63



November 18, 1963

SIX SISTERS TO 'SING ALONG WITH MITCH'

Mitch Miller has signed the Quinto Sisters, six girls ranging in age from seven years to fourteen years, for six appearances on his NBC-TV color musical series "Sing Along with Mitch" (Mondays, 10-11 p.m. EST).

The girls, daughters of Mr. and Mrs. Frank Giaquinto of Jersey City, N. J., sing four-part harmony and also dance. Their initial appearance on "Sing Along with Mitch" will be color-taped Nov. 25 and 26 at the NBC-TV color studios in Brooklyn, N.Y. The telecast dates will be announced.

They are Frances, 14; Bonnie, 12; Christine, 11; Elaine, 9; Renee, 8, and Cindy, 7. Within a year, it is planned to have Frances go out on her own as a "single," when three-year old Sherry will move into the spot vacated by Frances. The Giaquinto family has eight daughters - and an infant son. The girls were taught to sing by their mother.

CREDITS FOR 'THE ARTHUR GODFREY THANKSGIVING SHOW'

Program: "The Arthur Godfrey Thanksgiving Show"

Time: NBC-TV color broadcast, Thursday, Nov. 28,
10-11 p.m. EST (preempts "Kraft Suspense
Theatre").

Stars: Arthur Godfrey, Tony Bennett, Carol Lawrence,
Shari Lewis, Orson Bean and Liza Minnelli

Producer-Director: Kirk Browning

Dances and Musical
Numbers Devised by Danny Daniels

Written by Walter Marks

Music Direction and
Orchestration: Johnny Parker

Special Material: Walter Marks

Dance Music and
Continuity Composed by William Goldenberg

Associate Director: Roger Wolf

Designed by Mary Dobson

Costumes: John Boxer

Makeup: Joe Cranzano

Hair Styles: Betty De Stefano

'Hiawatha' Dance
Choreographed by Ray Kirchner

Shari Lewis Material: Saul Turteltaub

Production: An Arthur Godfrey-Ashley Steiner Production

Sponsor: Mohawk Carpet Mills, a division of Mohasco
Industries, Inc.

Agency: Maxon Inc.

Point of Origination: NBC's Peacock Studio, RCA Building, New York

NBC Press Contact: Betty Lanigan (New York)

* * *
(more)

SONGS AND SKETCHES

1. Opening Song -- "Talking Turkey" -- Godfrey, Tony Bennett, Carol Lawrence, Shari Lewis, Orson Bean and Liza Minnelli.
2. Arthur Teaches Lambchop Social Graces -- Arthur Godfrey, Shari Lewis and Lambchop (Shari's puppet).
Song: "Happy to Make Your Acquaintance."
3. "My Day" -- song and comedy monologue by Liza Minnelli.
4. Group of songs by Tony Bennett -- "This Is All I Ask," "I've Got Just About Everything I Need" and "A Little Boy."
5. "Hiawatha" -- ballet danced by Carol Lawrence, Ray Kirchner and Bill Starr with narration by Arthur Godfrey.
Harmonica solo: Richard Hayman.
6. My Relatives and the Revolution -- comedy monologue by Orson Bean.
7. Specialty Song and Dance -- Arthur Godfrey, Carol Lawrence, Shari Lewis and Liza Minnelli. Song: "Down by the Station."
8. Minstrel Show -- Arthur Godfrey, Carol Lawrence, Tony Bennett, Shari Lewis, Orson Bean, Liza Minnelli and six dancers. Songs: "The Babbit and the Bromide," "Go and Get Your Old Banjo" and "Cakewalk Your Lady."
9. Finale -- Arthur and guests sing "Let's Have an Old Time Thanksgiving."

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NBC-New York, 11/18/63

November 18, 1963

'SING ALONGER' ADRIAN REVERE BECOMES A KENTUCKY COLONEL;
MITCH MILLER MAKES PRESENTATION IN BROOKLYN STUDIO

An unusual ceremony took place Friday (Nov. 15) in NBC-TV's Brooklyn studios, when Mitch Miller, star of NBC-TV's "Sing Along with Mitch" color series (Mondays, 10-11 p.m. EST) made singer Adrian Revere an official Kentucky Colonel. Mitch, acting for Kentucky's Governor Bert T. Combs, presented white-mustached, distinguished-looking Revere with his commission before a cheering cast from the musical-variety show.

Revere's selection as a Kentucky Colonel is the result of the admiration of 13-year-old Alice Mayo, daughter of John C. C. Mayo, of Ashland, Ky. For months, the youngster has admired the handsome appearance made by Revere on "Sing Along with Mitch" and has insisted that her father persuade the governor that the singer was the ideal prototype for a Kentucky Colonel.

Presentation of the official credentials took place during a rehearsal break. Some comment was heard that there should be "juleps all around," but the cast settled instead for coffee.

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CAST AND CREDITS FOR REPEAT OF "MR. MAGOO'S CHRISTMAS CAROL"
FRIDAY, DEC. 13 IN COLOR ON NBC-TV (7:30-8:30 P.M. EST)

Program: "Mr. Magoo's Christmas Carol"

Date and Time: NBC-TV Network color show Friday, Dec. 13
(7:30-8:30 p.m. EST). Preempts "International Showtime" (Repeat)

Format: Television's first animated cartoon version
of Charles Dickens's "A Christmas Carol"
starring Mr. Magoo as Scrooge.
(Originally telecast Dec. 18, 1963)

Starring: The voice of Jim Backus as Scrooge.

Also featuring voices of Morey Amsterdam
as Brady and James, Jack Cassidy as Bob
Cratchit, Royal Dano as Marley's ghost,
Paul Frees as Old Fezziwig, Joan Gardner
as Tiny Tim, John Hart as Billings, Jane
Kean as Belle Fezziwig, Marie Matthews as
Little Scrooge, Laura Olsher as Mrs.
Cratchit, and Les Tremayne as Christmas
Present.

Executive producer: Henry G. Saperstein.

Producer: Lee Orgel

Director: Abe Levitow

Adapted by Barbara Chain

Musical setting by Jule Styne and Bob Merrill

Music director: Walter Scharf

Production manager: Earl Jones

Sequence directors: Steve Clark, Gerard Baldwin, Duane Crowther.

(more)

2 - Cast and Credits for "Mr. Magoo's Christmas Carol"

Production design: Lee Mishkin, Bob Singer, Richard Ung,
Corney Cole, Shirley Silvey, Tony Rivera,
Marty Murphy, Sam Weiss.

Color styling: Phil Norman, Gloria Wood, Bob Inman, Jack
Heiter, Dave Weidman.

Animation: John Walker, Hank Smith, Xenia, Ed Solomon,
Tom McDonald, Casey Onaitis

Editors: Sam Horta, Earl Bennett, George Probert,
Wayne Hughes

Origination: Color film, from NBC Color City, Burbank,
Calif.

Production: UPA Pictures Inc., in association with NBC

Sponsor (and agency): Timex Corp. (through Warwick & Legler Inc.)

NBC Press Representatives: Stan Levine (New York).

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NBC-New York, 11/18/63

November 19, 1963

NBC ANNOUNCES START OF PRODUCTION FOR "JOHNNY NORTH,"

TELEVISION'S FIRST TWO-HOUR TELEFILM

Lee Marvin, Angie Dickinson, John Cassavetes Star in Color
Film to Be Made at Revue Studios in Association with NBC

"Johnny North," TV's first two-hour telefilm, will begin production Thursday (Nov. 21), it was announced today by Mort Werner, Vice President, Programs, NBC-TV Network.

Lee Marvin, Angie Dickinson and John Cassavetes will star in the color production of George Coon's teleplay which will be produced by Revue Studios in association with the National Broadcasting Company.

Cassavetes will play the title role of a hard-luck racing car driver who lets his love for a high-living beauty involve him in a million-dollar robbery. Don Siegel will produce and direct the action drama.

"Johnny North" has a four-week shooting schedule -- the longest ever for a TV drama. It will be the first of a number of two-hour dramas to be produced by NBC and Revue for first-run TV presentation.

NBC and Revue will thus mark another milestone in television production. They were the first to present a weekly 90-minute TV series -- "The Virginian," which was launched last season.

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

November 19, 1963

FIRST TV TRANSMISSION ACROSS PACIFIC--

FROM U.S. TO JAPAN--SET FOR FRIDAY

Program, Produced by NBC and ABC, Will Be

Sent Via the Relay Satellite

The first TV transmission across the Pacific Ocean will take place Friday, Nov. 22. A 15-minute program, produced jointly by the National Broadcasting Company and the American Broadcasting Company, will be sent via the Relay communications satellite, from the Mojave Ground Station of the National Aeronautics and Space Administration in California to the new satellite ground station near Tokyo, Japan.

The experimental transmission is scheduled approximately at 3:30 p.m. EST, and a portion of it will be broadcast throughout this country on the NBC-TV Network.

President Kennedy has been asked to participate in the program with a special message. There also will be statements by James Webb, director of NASA, and the Japanese Ambassador to the U. S., Kai Chiro Asakai; and taped highlights of programs previously exchanged between the U. S. and Europe via space satellites.

This first transpacific TV program will be only one way -- from the U. S. to Japan.

The Relay communications satellite was designed and built by RCA.

The special program to Japan is being produced in cooperation with NASA.

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NBC'S WILLIAM R. McANDREW RECEIVES U.S. CAMERA ACHIEVEMENT
AWARD 'FOR RAISING BROADCAST JOURNALISM TO NEW HEIGHTS'

A U. S. Camera Achievement Award was presented to William R. McAndrew, Executive Vice President in charge of NBC News, by "The U. S. Camera Annual, 1964" at a dinner Nov. 19 in Rochester, N.Y.

The citation to Mr. McAndrew and the National Broadcasting Company reads:

"For raising broadcast journalism to new heights via the motion picture camera specifically, for presenting such special programmas as 'The Kremlin,' 'The Tunnel,' "Vincent Van Gogh: A Self-Portrait,' 'The River Nile' and 'The Voice of the Desert'; for raising the already high standards of television photography to bring to viewers programs which inform, yet stimulate."

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'LOOK' MAGAZINE DEVOTES 3-PAGE PICTURE-STORY TO HUGH DOWNS

Hugh Downs, host of NBC-TV's "Today" and "Concentration" programs, is the subject of a three-page picture-story in the Dec. 3 issue of Look Magazine, now out.

Entitled, "Hugh Downs and the Common Man," the article shows Downs on television and also off-camera, engaged in several of his many hobbies from flying to playing the guitar, alone and with his family. Noting that he rises at 4 a.m. so he can preside over "Today" when it goes on the air at 7 a.m., Downs is quoted as saying, "I'm the only man who ever gets 5 o'clock shadow at noon."

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NBC-New York, 11/19/63

YELLOW PAGES IN FIVE CITIES CAN GUIDE YOU
TO TELEPHONING 'HUNTLEY-BRINKLEY REPORT'

If you let your fingers do the walking, you will find -- in the Yellow Pages of the upcoming Manhattan classified telephone directory -- the new heading of "Television News Program Producers" and under it, the listing of "The Huntley-Brinkley Report."

The listing will also be carried in the yellow pages of the new telephone directories in Washington (D.C.), Philadelphia, Chicago and Los Angeles. The telephone number listed in each city will be that of NBC's owned station.

Al Rylander, Vice President, Promotion, NBC, who made the announcement, said "The Huntley-Brinkley Report" would be listed as a trade name. It will also include the local station call letters and the information "Monday through Friday" plus the local broadcast time.

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NBC-New York, 11/19/63

MRS. LUCILE CLIETTE OF NBC TO ADDRESS URBAN LEAGUE
SPECIAL SECRETARIAL TRAINING PROJECT

A National Broadcasting secretary, Mrs. Lucile Cliette, has accepted an invitation to participate in a special session of the Urban League Special Secretarial Training Project on Nov. 22 at New York University.

Mrs. Cliette, secretary to Henry O. Lumb, Director, Salary Administration and Employee Services, is one of four secretaries invited from the corporations supporting the training program. She will appear before the class to tell the major requirements of a secretary in the business world so that the participants can better understand their chosen careers.

The Special Secretarial Training Project is carried out in cooperation with the Urban League. It is supported by the Radio Corporation of America, of which NBC is a subsidiary, and five other major corporations. The program is designed to provide "qualified non-white personnel" with high-level secretarial training.

In addition to RCA, the other corporations supporting the project are Socony Mobil Oil, IBM, Western Electric, General Electric and Time, Inc.

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NBC-New York, 11/19/63

Attention, Sports Editors

NBC'S BOB WOLFF IS CO-AUTHOR OF "ANDY BATHGATE'S HOCKEY SECRETS"

NBC sportscaster Bob Wolff is co-author with Andy Bathgate, captain of the New York Rangers, of a new book, "Andy Bathgate's Hockey Secrets," published this week by Prentice-Hall Inc.

Bathgate's career in hockey is traced from his years in the Canadian minor leagues to his rise to stardom with the Rangers, with whom he is now in his 11th season. He is the National Hockey League leader in total points over the past seven seasons.

According to Wolff, who has announced Rangers' games from New York's Madison Square Garden during his sportscasting career, "Andy Bathgate's Hockey Secrets" can serve as a guide for the avid hockey fan who wishes to know more about the game, as an instruction book for the youngster taking up the game and as a reference book for the at-home rooster. The book includes many photos of Bathgate and other NHL stars, demonstrating the basic techniques of hockey.

Bathgate discusses the book during an interview with NBC Radio sports editor Len Dillon on NBC Radio's "Monitor" Sunday afternoon, Nov. 24.

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NBC-New York, 11/19/63

November 19, 1963

ADDED NBC NEWS CORRESPONDENTS JOINING
THE "PROJECTION '64" GROUP FOR
10-CITY SPEAKING ENGAGEMENTS

An added group of NBC News correspondents will augment the staff men gathering in New York from their NBC News posts around the world for "Projection '64" on NBC-TV and will tour 10 U. S. cities for speaking engagements.

The television presentation "Projection '64," will be presented in color 10-11 p.m. EST on NBC-TV Sunday, Dec. 29, the seventh annual program of its kind to be presented by NBC News. Gulf Oil Corp. (through Young & Rubicam Inc.) will sponsor the program.

Assigned to be moderators on the correspondents' tour are Frank McGee, Merrill Mueller, Floyd Kalber, Chet Huntley, Elmer Peterson, Sander Vanocur and Ray Scherer.

Correspondents who will appear on the TV program and later make the tour are Joseph C. Harsch (London), Bernard Frizell (Paris), Welles Hangen (Bonn), Irving R. Levine (Rome), John Rich (Tokyo), James Robinson (Hong Kong), George Clay (Africa), Wilson Hall (South America), Elie Abel (State Department), Sander Vanocur (White House) and Ray Scherer (Congress). Chet Hagan will produce the TV program; Frank McGee will be moderator.

(more)

The following table lists the speaking engagements and the correspondents who will serve as moderators:

Jan. 3 - Foreign Policy Association, Pittsburgh (Frank McGee)

Jan. 5 - University of Omaha (Merrill Mueller)

Jan. 6 - Economics Club of Detroit (Merrill Mueller)

Jan. 7 - Executives Club of Chicago (Floyd Kalber)

Jan. 8 - World Affairs Council, Philadelphia (Merrill Mueller)

Jan. 9 - Foreign Policy Association, New York (Chet Huntley)

Jan. 10 - Foreign Relations Association, New Orleans
(Frank McGee)

Jan. 13 - Modern Forum, Los Angeles (Elmer Peterson)

Jan. 15 - World Affairs Council, Boston (Sander Vanocur)

Jan. 16 - National Press Club, Washington (Ray Scherer)

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NBC-New York, 11/19/63

NBC-TV NETWORK PROGRAM

'CONCENTRATION' OFFERING TRAVEL PRIZES,
AND GIFTS AND FUN FROM DIFFERENT LANDS

In recent weeks, the producers of NBC-TV's daytime game show "Concentration" (NBC-TV, Monday through Friday, 11 a.m. EST) have been saluting various foreign lands by awarding trips to selected places, giving prizes made in the country-of-the-day and even telling some jokes based on the land itself.

One week, a trip for two to Japan was offered by host Hugh Downs to the show's winners. Another week, Ireland was the honored country. Special Irish prizes were presented in addition to Irish films of tourist attractions. Producer Norman Blumenthal has selected the day after Thanksgiving as "See America First" day on "Concentration." The prizes on Friday, Nov. 29, will be American-made, the trips will be to American beauty spots and the jokes will all be made-in-the-U.S.A.

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NBC-New York, 11/19/63

November 20, 1963

NBC CELEBRATING ITS 37TH ANNIVERSARY AND ALSO OBSERVES 30-YEAR
TENANCY IN RCA BUILDING OF N.Y.'S ROCKEFELLER CENTER

The National Broadcasting Company, which is celebrating its 37th anniversary this month, also is observing its 30-year tenancy in the RCA Building of New York City's Rockefeller Center.

Over the weekend of Nov. 3-5 in 1933, NBC moved from its offices and studios at 711 Fifth Avenue in New York to the RCA Building. The quarter-mile transfer took 42 hours and required 365 van loads.

On Monday, Nov. 6, 1933, nearly 800 employees of NBC began work in the RCA Building. On Nov. 19, 1963 -- 30 years later -- NBC's RCA Building staff totaled exactly 2,500.

At 8 p.m. EST, Saturday, Nov. 11, 1933, Radio City went on the air for the first time with a blast of trumpets from the top of the RCA Building. Then the NBC Orchestra, on stage in Studio 8-H -- now known as the Peacock Studio -- played "The Star Spangled Banner."

Following the national anthem, distinguished artists and speakers gathered before the Radio City microphones for the dedicatory broadcast. The inaugural program was presented before a studio audience of 1,200 and was broadcast to a nation-wide radio audience.

Of the 2,113,000 square feet of floor space in the RCA Building, NBC occupies 425,147 square feet. The RCA Building is 70 stories (836 feet) tall and is located between 49th and 50th streets on the Avenue of the Americas.

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HOLIDAY NEWS FROM NBC



November 20, 1963

'THE STORY OF CHRISTMAS,' SPECIAL COLOR HOUR STARRING
TENNESSEE ERNIE FORD AS SINGER-NARRATOR, TO PRESENT
FAMILIAR SIGHTS AND SOUNDS OF HOLIDAY SEASON

"The Story of Christmas," featuring familiar sights and sounds of the holiday season and starring Tennessee Ernie Ford as singer-narrator, will be presented in color on the NBC-TV Network Sunday, Dec. 22 (10 to 11 p.m. EST).

An animated art version of the story of the Nativity will highlight the last 18- $\frac{1}{2}$ minutes of the full-hour special.

The program will feature the Roger Wagner Chorale and Orchestra, with music composed and conducted by Wagner. Charles Tazewell, author of the modern Christmas classic, "The Littlest Angel," wrote "The Story of Christmas."

As the show opens, Tennessee Ernie is expressing his thoughts on the holiday season to youngsters including three groups of eight children -- African, Mexican, Oriental -- who sing about the Christ Child in their native tongues, backed by the chorale and orchestra. Selections include "Xhosa Lullabye," "El Rorro," and "Sa Ku Ra."

Then Ford moves among them, singing "Some Children See Him," which tells how youngsters of different races see the Christ Child in their own image.

Tennessee Ernie shares the stage with a donkey in the next scene, underscoring the animal's importance to the Nativity story.

(more)

2 - 'The Story of Christmas'

Ford sings "Little Grey Donkey, Tonight," a new Christmas carol, with lyrics by Tazewell and music by Wagner, supported by the chorale and orchestra.

The next setting is a colorful English street scene at the turn of the century. Tennessee Ernie starts a Christmas song medley with "It Came Upon a Midnight Clear." The medley is picked up by different groups of the Wagner Chorale, as they go caroling through the streets adding "He Is Born," "Deck the Hall," "Go Rest Ye Merry Gentlemen," and "Adeste Fideles."

In another mood, Tennessee Ernie introduces a typical Christmas tree buying situation, with Dave Willock and Adele Claire portraying a married couple trying to decide which tree to buy from salesman Andy Albin.

Ernie discusses Christmas trees throughout the world. The chorale, forming a "living" Christmas tree that rises 25 feet into the air, sings "O, Tannenbaum."

For the finale, Ford narrates the Nativity story according to the Gospel of St. Luke. The accompanying animation sequence was created by Eyvind Earle, one of the nation's leading Christmas card artists, who was formerly an artist-animator for Walt Disney productions. During the sequence the chorale sings "We Three Kings," "What Child Is This," "Oh, Little Town of Bethlehem," "Gesu Bambino," "Angels We Have Heard on High," "Virgin Slumber Song," and "Joy to the World."

"The Story of Christmas" closes with narration by Ford and the chorale singing "Silent Night."

(more)

The holiday special, produced by William N. Burch, is sponsored by General Mills Inc., which, in keeping with the spirit of the show, will use the commercial periods for institutional announcements only. Advertising agency for the sponsor is Doyle Dane Bernbach.

PROGRAM HIGHLIGHT DEC. 22

THE STORY OF CHRISTMAS: Starring Tennessee Ernie Ford in special hour featuring songs and sights of holiday season. Highlights include animated art version of the story of the Nativity. (Color).

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NBC-New York, 11/20/63

CREDITS FOR 'THE STORY OF CHRISTMAS'

Title: "The Story of Christmas"

Time: NBC-TV color broadcast Sunday, Dec. 22
(10-11 p.m. EST)

Starring: Tennessee Ernie Ford

Featuring: The Roger Wagner Chorale and Orchestra

Cast: Dave Willock, Andy Albin, Adele Claire

Produced and directed by William N. Burch

Written by Charles Tazewell

Music composed and
conducted by Roger Wagner

Animation sequence
created by Eyvind Earle

Art Director: Edward Stephenson

Costumes designed by Ray Aghayan

Associate Producer: William Martin

Unit Manager: Don Van Atta

Associate Director: Tom Foulkes

Technical Director: Claire McCoy

Lighting Director: John Freschi

Animation: Fred Rice Productions

Audio: Bill Levitsky

Video: Ray Olsen

Makeup: Claude Thompson

Production: Betford Production

Sponsor (and agency): General Mills Inc. (Doyle Dane
Bernbach)

NBC Press Representatives: Rolf Gompertz (Burbank); Betty Lanigan
(New York)

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NBC-New York, 11/20/63

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

November 20, 1963

PARIS STUDIO WILL BE PICKUP POINT FOR FRANCE'S
MAURICE COUVE DE MURVILLE ON 'MEET THE PRESS'

A Paris studio will be the pickup point for French Minister of Foreign Affairs Maurice Couve de Murville's participation in the first transatlantic interview of "Meet the Press" Sunday, Nov. 24 on the NBC Television and Radio Networks. The program, as previously announced, will be presented via the Relay communications satellite.

Added to the panel of interviewers who will appear in NBC's New York studios is NBC News' Edwin Newman. With him will be John Oakes of the New York Times and Lawrence E. Spivak, producer and permanent panelist of the newsmaking series.

With M. de Murville in the Paris studio will be Bernard Frizell, NBC News Paris correspondent, and Ned Brooks, who is moderator of "Meet the Press."

This first international transmission of "Meet the Press" will be taped shortly after 7 a.m. EST Sunday, time of the most satisfactory pass of Relay, and will be presented on NBC-TV (in black and white) at 6-6:30 p.m. EST, and on NBC Radio at 6:30-7 p.m. EST.

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JAMES FRANCISCUS, STAR OF NBC-TV'S 'MR. NOVAK' SERIES HONORED
BY SOUTHEASTERN STATE EDUCATION ASSOCIATION OF PENNSYLVANIA

James Franciscus, star of "Mr. Novak," is the recipient of an award of the Southeastern State Education Association of Pennsylvania.

The award was given to NBC Station WRCV-TV in Philadelphia, for the program's "presenting a true picture of American classroom teachers." The trophy was flown to San Francisco and presented to Franciscus at a broadcasters' meeting in that city. The occasion of the award was American Education Week.

("Mr. Novak" is presented on NBC-TV Tuesdays, 7:30 to 8:30 p.m. EST.)

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NBC-New York, 11/20/63

November 20, 1963

REPLICA OF NEW YORK SUBWAY CAR IS DESIGNED AND BUILT IN 12 DAYS
FOR 'RIDE WITH TERROR,' COLOR DRAMA IN DU PONT SERIES

A replica of a New York City subway car has been designed, built and painted in 12 days for "Ride with Terror," the drama to be presented in color by "Du Pont Show of the Week" on NBC-TV Sunday, Dec. 1 (10 to 11 p.m. EST).

Virtually the entire action of the full-hour drama will take place in the subway car, in which 12 New Yorkers find themselves at the mercy of two thrill-seeking hoodlums in the early hours of a Sunday morning.

The car, built in NBC's 18th Street Production Design and Art Center in Manhattan, will be delivered by truck this week in 24 pieces to the network's Brooklyn Studios, where the drama will be taped.

Although the plan supplied by the New York City Transit Authority called for a 51-foot car, the "Ride with Terror" car had to be shrunk to 30 feet, according to Merrill Sindler, scenic designer for "Du Pont Show of the Week." "The shrinking was necessary because the camera lens will elongate the car to look 51 feet," he said. It took 700 man-hours to build.

The subway route depicted in the play is an actual one: the Lexington Avenue-IRT line. In the play, starting at 170th Street, the train stops at 24 stations -- some of them elevated, some of them underground -- before it arrives at Grand Central Station.

(more)

Besides making a replica of the car, Sindler and his staff also have duplicated an elevated-station platform and an underground-station platform. "During the progress of the drama," Sindler said, "we will change the appearance of these basic platforms by changing the trim, the candy machines and other details, so all the stops look different."

To further the illusion of movement, the car is on coiled springs, so that it rocks on its base. "Everything is on eight-inch casters," Sindler said, "including the stations. The stations themselves will move, and special lighting effects will add to the illusion of movement."

The train will be complete with car-card advertisements. "We don't plug any product," Sindler said. "We got all the public service advertising used in the city subway system -- Girl Scouts, seat belts, traffic safety, and so on."

Sindler, an NBC staff scenic designer, last season did the sets for "Exploring." He also has designed sets for "Tonight" and "Today" since he came to NBC Television five years ago. He is a native of Bishopville, S. C.; attended the Ringling School of Arts in Sarasota, Fla.; is a graduate of the University of South Carolina, and received an M. A. degree in 1957 from Yale University School of Drama.

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NBC-New York, 11/20/63

November 19, 1963

NEWS--AS IT'S BEING MADE--

IS "TODAY" TV ACHIEVEMENT

On the morning of Nov. 7, New York's Governor Rockefeller formally announced his candidacy for the Republican nomination for President on NBC-TV's "Today" show.

According to newspaper accounts, Rockefeller especially timed his announcement for early-morning so it could be carried on the coast-to-coast TV program.

This was one of many instances when "Today" programs figured in big stories.

During the past year many officials and politicians on local and national levels have singled out the program on which to make an important statement.

For example, Adlai E. Stevenson, chief United States representative to the United Nations, last December chose the "Today" program to rebut a magazine article which discussed his role in last year's Cuban crisis.

Then on March 8, New York's Mayor Wagner rushed over to "Today" after an all-night negotiating session with the city's newspapers publishers and union representatives to announce the settlement of the long newspaper strike. The mayor, wrote Time magazine, won some prestige "and he capitalized on it by hurrying right over to the NBC television studios to discuss the settlement on 'Today.'"

(more)

Early in July, "Today" was again on the front pages when Attorney General Kennedy, interviewed by NBC News Washington correspondent Martin Agronsky, said a Russian couple arrested in Washington on spy charges were not American citizens and described them as "illegals."

In September, Secretary of Commerce Luther H. Hodges revealed in an interview with Agronsky that he planned to suggest to President Kennedy that the U. S. might expand trade with Communist countries.

Later that same month, Governor George Wallace of Alabama (interviewed in Montgomery by Agronsky) made news when he said "progress has been made" in the search for the bomber who blew up a Negro church in Birmingham.

Not all interviews have involved weighty matters, though. Last January Representative Hale Boggs (D.-La.) appeared on "Today" after a White House breakfast and criticized the food, particularly the lack of chicory in the coffee. Someone in the White House was watching the program, and after another White House breakfast the following week, Boggs told reporters the food was "greatly improved." Not only was there chicory in the coffee, but there was Tobasco on the table.

In recognition of "Today's" influence, the New York Times' Jack Gould wrote after Rockefeller's appearance that "the NBC program has long been a favorite of politicians."

"For many men in public life," wrote Gould, "including the majority of New Frontiersmen, it ("Today") may be the only television they have time to watch regularly...Moreover, 'Today' is something of an inter-office memorandum pad in the political community. If a Washington official wants to catch the attention of the White House, 'Today' is one means of doing it quickly."

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NBC-New York, 11/19/63

CREDITS FOR MACY'S 37TH ANNUAL THANKSGIVING DAY PARADE

90-MINUTE COLOR TELECAST ON NBC-TV THURSDAY, NOV. 28

Date: NBC-TV Thursday, Nov. 28 (10-11:30 a.m. EST) in color.

Commentators: Lorne Greene of NBC-TV's "Bonanza" and Betty White.

Parade stars and features: Showbusiness celebrities will include three NBC-TV stars -- Mitch Miller (of "Sing Along with Mitch"), Michael Landon (of "Bonanza") and James Drury (of "The Virginian") -- and Ray Bolger, Gene Krupa, Troy Donahue, Janis Paige, Craig Stevens, Jack Palance and Allan Sherman.

Six huge helium-filled balloons -- Dino the Dinosaur, Elsie the Cow, Donald Duck, Bullwinkle Moose, Popeye and Happy Dragon.

21 colorful floats, including floats representing 1964 New York World's Fair, Radio City Music Hall, New York City Center Light Opera Company, Lincoln Center for the Performing Arts, "Here's Love." Santa Claus on Christmas float will conclude parade.

Telecast will include exclusive performances before NBC-TV color cameras in front of Macy's by Radio City Music Hall Rockettes and Ballet Company, Mitch Miller and Sing Along Gang, City Center Chorus, Metropolitan Opera Ballet Studio

2 - Credits for Macy's Parade

Parade stars and features
(Cont'd):

dancers, Gene Krupa and jazz combo, Ray
Bolger, Allan Sherman, trampolinists
and acrobats on circus float, 12
championship marching bands.

* * *

Producer:

Ed Pierce

Directors:

Lee Tredanari and Bob Hultgren

Writer:

Sid Brooks

Associate producer:

Bob Rubin

Musical director:

Sammy Fidler

Assistant to the producer:

Danny Webb

Production assistant:

June Henoch

Technical directors:

Dan Zampino and Jim Davis

Unit Manager:

Roy Hammerman

Announcer:

Bill McCord

Origination:

Live, from Herald Square in New York,
in front of Macy's Department Store.

* * *

Sponsors (and agencies):

Goodyear Tire & Rubber Company (Young &
Rubicam Inc.), Food Manufacturers Inc.
(Ted Bates & Co.), Remco Industries
Inc. (Webb Associates Inc.).

NBC Press Representative:

Bob Goldwater, New York

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NBC-New York, 11/20/63

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November 21, 1963

HUMBLE OIL AND REFINING CO. TO SPONSOR 'PARIS: A STORY OF HIGH FASHION,'
NBC NEWS COLOR TV SPECIAL ABOUT NEW LINE OF COUTURIER CARDIN

The genesis of a new Paris fashion line, one that has international influence in the realm of feminine apparel, will be the subject of an NBC News color TV special Sunday, Feb. 16 (10 to 11 p.m. EST).

Titled, "Paris: A Story of High Fashion," the program will detail the creative and manual arts required to produce the new and exciting feminine garments that are trend-setters for styles the world over.

The program will be sponsored by the Humble Oil and Refining Co. through the McCann-Erickson Inc. agency. The producer is George Vicas, head of NBC News' European Production Unit. Vicas produced "The Kremlin," widely-acclaimed NBC News special.

The setting for the fashion program will be the Paris salon of famed couturier Pierre Cardin. The story will be set in the virtual cloak-and-dagger atmosphere of the profession of high style-making. Producer Vicas explains, "For a fashion designer, a presentation of a winter's collection of new styles is equally as important to him each year as an opening is for a theatrical producer. If he fails, he may well be out of business for good."

According to Vicas, when NBC News first proposed filming all the stages in the preparation of a Cardin collection and the actual

(more)

presentation to the press, the couturier was horrified. Cardin explained the problems and pointed out that the actual designing and final presentation are done under great pressure, nervous tension, and ultimate secrecy.

Basic objections were overcome, however, and secrecy was assured. Each member of the NBC News camera crew working on "Paris: A Story of High Fashion" signed a pledge of secrecy; the exposed film was tagged with a false label and was sent to a laboratory chosen to handle classified films of the French government; and when the film was finally processed it was locked in a safe until after the date of the unveiling of the latest Cardin collection.

Since fashion magazines play an important part in the success or failure of a collection, according to Vicas, interviews were held with the editor of Paris "Vogue," Madame Charles-Roux, and the influential editor of "Elle," Madame Helen Gordon Lazareff. Madame Lazareff's voice will help to tell the story of the Cardin collection.

-----PROGRAM HIGHLIGHT FEB. 16-----

PARIS: A STORY OF HIGH FASHION -- An NBC News special describing the genesis of a new fashion line with a setting in the salon of couturier Pierre Cardin.
(Color).

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NBC--New York, 11/21/63

NBC TRADE NEWS

November 21, 1963

ADVANCE CLOSED-CIRCUIT SHOWING OF 'THE STORY OF CHRISTMAS'
SET FOR TV EDITORS AND STATION PERSONNEL THROUGH U.S.

"The Story of Christmas," full-hour color special starring Tennessee Ernie Ford, will be broadcast to 180 stations on a special closed-circuit over the NBC-TV Network for advance showing to TV editors and station personnel around the country on Tuesday, Dec. 10. (The closed-circuit feed will run from 1 to 2 p.m. EST.)

The closed circuit is being arranged by the show's sponsor, General Mills Inc., and will include an introduction by Tennessee Ernie and a tape of the entire show.

The color special, as announced, will be broadcast on NBC-TV Sunday, Dec. 22 (10 to 11 p.m. EST). On the show, Tennessee Ernie features the Roger Wagner Chorale in a program of traditional carols and Christmas songs from other lands.

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NBC TELEVISION NETWORK NEWS

November 21, 1963

RICHARD BLUEL NAMED PRODUCER OF 'TEMPLE HOUSTON' SERIES
AND LIGHT TREATMENT WILL BE INTRODUCED TO STORYLINES

Richard Blue1 has been named producer of NBC-TV's "Temple Houston" series (Thursdays, 7:30-8:30 p.m. EST) and will introduce a format change calling for a light treatment of the Western lawyer's adventures.

Blue1, a former Warner Brothers television executive, moves from the production staff of NBC-TV's "Bonanza" series to "Temple Houston."

The series stars Jeff Hunter in the title role and co-stars Jack Elam as Marshal George Taggart.

"We are aiming for more humor, more colorful characters, and a greater emphasis on the essential flamboyance of Houston's character," Blue1 said.

Both Houston and Taggart will become involved in various predicaments of a light nature in upcoming scripts, according to Blue1. A mayoralty campaign will hang on a chess game, Taggart will find himself the surprised owner of an elephant, and Houston will acquire, temporarily, a lady law partner whose main skill will be getting Houston into trouble. Houston, instead of riding the circuit court trail, will hang out his shingle in one town -- Lindley, Tex. Recurring characters will appear in the episodes.

The first show under the new format will be telecast Thursday, Dec. 12.

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NBC TELEVISION NETWORK NEWS

November 21, 1963

A NOTABLE 'FIRST' ON 'NBC WHITE PAPER'

Films of Bay of Pigs Invasion, Never Before Seen in U.S.,
Will Be Telecast on Dec. 8 Program

Large segments of films of the Cuban Bay of Pigs invasion which have never before been seen in this country will be telecast on the "NBC White Paper" program, "Cuba: Bay of Pigs," Sunday, Dec. 8, on NBC-TV (10-11 p.m. EST).

Producer Fred Freed and his staff obtained these rare films from such varied places as Canada, West Germany and East Germany. Freed also was offered film by sources inside Cuba for use on the telecast, but the material from the other sources was so superior in quality that the offer was declined.

Films will show the 2506 Assault Brigade training in Guatemala and the subsequent events of the invasion itself, which resulted in destruction of the attacking force. During the battle scenes, Castro will be seen taking personal charge and directing his troops, flushing some of the invaders out of woods and taking them prisoner.

In this reevaluation of the Bay of Pigs failure, producer Freed begins his report at the time the Eisenhower administration decided to create a Cuban exile army. President Eisenhower will be shown making the Cincinnati speech in which he revealed for the first time that he had approved training a counter-force of Cuban exiles.

Underground activities in Cuba, like the unsuccessful revolt in the Escambray mountains, will be shown. As the report continues, Freed will focus on the importance of the period from the time

(more)

President Kennedy took office through his decision on the invasion.

Within a few months, the Cuba situation which in the beginning seemed to concern only the United States and Cuba, became a confrontation between the United States and the Soviet Union. This critical period in American foreign policy will be documented by producer Freed on the second "NBC White Paper" on Cuba ... "Cuba: the Missile Crisis," to be telecast Sunday, Jan. 5 (10-11 p.m. EST) on NBC-TV.

Both "Cuba: Bay of Pigs" and "Cuba: the Missile Crisis" will be produced and written by Fred Freed. Len Giovannitti is associate producer and director. The programs are a presentation of Creative Projects, NBC News; Irving Gitlin, Executive Producer.

PROGRAM HIGHLIGHT--DEC. 8--

NBC WHITE PAPER: "Cuba: Bay of Pigs". Films of Bay of Pigs invasion never before seen in U.S.; underground activities; Assault Brigade in training. Chet Huntley narrates.

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NBC-New York, 11/21/63

HOW THE PRESIDENT IMPRESSED THREE ILLUSTRATORS

President Kennedy is not the easiest subject to draw or photograph in the opinion of three noted illustrators who discussed their experiences with the President on NBC-TV's "Today" series recently.

Artist Norman Rockwell found other Presidents were easier subjects. "For instance," said Rockwell, "I did Mr. Eisenhower. He is a cinch....He's an outgoing person and has a big, broad smile. Mr. Kennedy is rather tense."

Photographer Philippe Halsmann noted a similar difference between the two Presidents. "One is much more cerebral than the other," said Halsmann. "President Eisenhower is an extrovert and he doesn't think about how he looks. He just simply is himself. And the President (Kennedy), when he knows that the camera is scrutinizing his face, he tries to bring it under control and we have then a self-consciousness and we know, looking at this face, that this face knows it is being photographed or being observed and that is the difficulty."

Though cartoonist Milt Caniff didn't have the same problem, he has noticed that President Kennedy always wants to look trim. Caniff also found the President's appearance quite deceptive. "He has a broad Irish face, but he's a tall, lean man. He's lean as a bean, you know, this man is not fat. But most cartoonists have drawn him in the early stages as a heavy man because of the thick face. They've never seen him in person. He's tall and slender and startles you..."

All agreed that President Kennedy was an attractive man. "As a matter of fact," observed Halsmann, "he would have made a marvelous career as a model."

-----o----- NBC-New York, 11/21/63

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

JACK TRACY
ROOM 320

2-X-H

November 22, 1963

NBC NEWS' COVERAGE OF PRESIDENT KENNEDY'S ASSASSINATION

NBC News dispatched some 70 newsmen and technicians to Dallas, Washington and Boston today (Nov. 22), minutes after an assassin shot President Kennedy in Dallas. The NBC crews were sent from Los Angeles and New York. At the same time, the NBC Television and Radio Networks and NBC's owned stations canceled programming and all commercials on their schedules to provide for the special news coverage. The newsmen traveled by chartered planes.

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November 22, 1963

MORE THAN 3,000 LISTENERS SENT COMMENTS ON
'EXPERIMENT IN DRAMA' TO NBC RADIO NETWORK

The NBC Radio Network has received more than 3,000 letters and postcards commenting on "Experiment in Drama," two science-fiction stories presented on the network Sunday, Nov. 17 (6:30-7 p.m. EST).

More than 1,500 messages have been read; all praising the program. The network research department is analyzing the response to the dramas.

"Experiment in Drama" was broadcast as the result of a late preemption of "Meet the Press" on that date only.

Listeners were asked to send in comments about the show to NBC, New York, or to their local NBC station. Radio-TV critics around the country have written favorably of the program.

The two stories, written by Ray Bradbury, were "There Shall Come Soft Rains" and "Zero Hour." The first dealt with an atomic attack in 1985 and the second, a Martian invasion of earth with children enlisted to help the spacemen.

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NBC COLOR TELEVISION NEWS



November 22, 1963

HERMIONE GINGOLD AND HURD HATFIELD JOIN

STARRING CAST OF 'A CRY OF ANGELS'

ON 'HALLMARK HALL OF FAME'

Hermione Gingold and Hurd Hatfield have been signed for starring roles in "A Cry of Angels" on the Sunday, Dec. 15 color production of "The Hallmark Hall of Fame" (NBC-TV, 4-5 p.m. EST). As previously announced, the original drama by Sherman Yellen will star Walter Slezak and special guest star Maureen O'Hara.

Miss Gingold will be seen as Princess Caroline, daughter of King George II, who befriended George Frederick Handel during a period when he had fallen out of favor with the English people. Hatfield will have the role of Frederic, Prince of Wales, whose hatred for the composer evolved from the Prince's association with an opera singer for whom Handel had indicated contempt.

Slezak will be seen as Handel and Miss O'Hara as Mrs. Cibber, an actress and singer who appeared in the initial presentation of Handel's "The Messiah."

"A Cry of Angels" will be produced and directed by George Schaefer.

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November 25, 1963

HOW NBC-TV AND RADIO NETWORKS COVERED EVENTS SINCE
ASSASSINATION OF PRESIDENT KENNEDY

NBC-TV was the only television network to present live coverage throughout Sunday night, Nov. 24, and this morning (Nov. 25) of the thousands of mourners who viewed President Kennedy's bier in the Great Rotunda of the United States Capitol.

When the doors of the Capitol closed to visitors, NBC News continued its coverage as the funeral procession led to the White House, on to St. Matthew's Cathedral for the pontifical requiem Mass, and then to Arlington National Cemetery.

NBC News' four-day comprehensive coverage of events after the President's assassination started on the NBC-TV Network at 1:45 p.m. EST Friday, Nov. 22. Television coverage has been continuous since 8 a.m. EST Sunday. The NBC Radio Network coverage began at 1:39 p.m. EST Friday, and also continued throughout the weekend and today.

Millions of television viewers watching NBC saw the fatal shooting of Lee H. Oswald, accused of assassinating President Kennedy, as it happened, in a live telecast at 12:20 p.m. (EST) Sunday. NBC was the only network on the air with this scene at the moment. The scene was repeated on tape at 12:25 p.m. EST and frequently thereafter.

NBC News mobilized 300 newsmen and technicians to give the American public complete coverage on television and radio of developments in Washington, Dallas, Boston and Hyannis Port. The personnel assigned to this running story included a dozen mobile live camera or tape units, 18 sound-film crews and eight silent-film cameramen.

(more)

At 2:10 p.m. (EST) Friday, NBC announced that its television and radio networks would carry only news relating to the President's death until further notice.

The coverage included an expanded edition of "The Huntley-Brinkley Report" Friday night, which ran one hour and 45 minutes; a special three-hour "Today" program Saturday morning, and a two-and-one half-hour "Today" program from Washington this morning.

A full-hour memorial program from the Los Angeles Sports Arena, where President Kennedy was nominated during the 1960 Democratic Convention, was presented Sunday night. NBC-TV on Sunday night also carried a taped British television program entitled "A Tribute to John F. Kennedy." The 19-minute British program, a special presentation of the show "That Was the Week That Was," was scheduled to be shown again tonight at 6 p.m. EST. NBC received more than 700 phone calls of approval after its first showing.

Also scheduled for tonight (Nov. 25) are two special programs of 90 minutes each. The first of these, at 7:30 p.m. EST, will present readings of poetry and prose, including President Kennedy's own philosophical writings, by distinguished actors. It will be produced by Don Hyatt, Director of Special Projects. The second 90-minute program, at 9 p.m. EST, will be a biography and evaluation of President Johnson. It will be titled "LBJ Report No. 1" and will be produced by NBC News producer Gerald Green.

NBC-TV will resume its regular daily program schedule Tuesday, Nov. 26, with the "Today" show (7-9 a.m. EST). On Wednesday, Nov. 27, NBC News' coverage of President Johnson's address before a joint session of Congress will be carried live on the NBC-TV and NBC Radio Networks. This address is scheduled for 12:30 p.m. EST.

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NBC News' coverage of President Kennedy's coffin arriving at Andrews Air Force Base in Washington on Friday (Nov. 22) was shown in Moscow Saturday (Nov. 23), in what the Reuters news agency said was Soviet television's first communication satellite broadcast. About 11 minutes of coverage of events following the President's death was transmitted by NBC to Europe via Relay satellite. Five minutes' coverage was shown in Moscow, Reuters said.

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NBC-New York, 11/25/63

NBC TELEVISION NETWORK NEWS

November 25, 1963

NBC'S TV TRANSMISSION OF PRESIDENT KENNEDY'S FUNERAL PROCESSION CARRIED LIVE BY 23 TRANSATLANTIC NATIONS VIA RELAY SATELLITE

Europeans -- those in the Free World and those behind the Iron Curtain -- joined Americans today (Nov. 25) via Relay communications satellite in watching on television the funeral procession of President John F. Kennedy. The telecast was transmitted through the facilities of the National Broadcasting Company.

The historic transatlantic telecast was scheduled to be carried live by 23 countries, the largest number ever to transmit live satellite pictures simultaneously and the largest television network ever assembled. East Germany and Yugoslavia recorded the telecast for later presentation.

Gathered in NBC's Peacock Studio in New York were eight reporters from Europe narrating in their own languages the description of the procession, carried by radio or cable to their countries simultaneously with the Relay satellite picture transmission.

The correspondents in the Peacock Studio were from England -- both BBC and Independent Television -- and Ireland, France, West Germany (two networks), Denmark, Holland and Sweden.

Additionally, the entire Eurovision network, and the Intervision (Communist countries) network, were receiving the NBC pool feed from Relay.

The Eurovision countries participating were Belgium, Holland, Portugal, Spain, Great Britain, Ireland, Monte Carlo, Austria,

(more)

Finland, Norway, Italy, France, Yugoslavia, West Germany and Switzerland (in three languages). Intervision countries were Russia, Hungary, Czechoslovakia, Poland, Bulgaria, Romania and East Germany. Algeria, too, received the Eurovision transmission.

The satellite feed began at 11:36 a.m. and continued until 12:05 p.m. EST.

Europeans saw the funeral cortege arriving at the White House, showing members of the late President's family emerging from their car.

Throughout the half-hour Europeans were able to see the following highlights:

Family and dignitaries in the procession from the White House to St. Matthew's Cathedral, a group that included President Lyndon B. Johnson, Britain's Prince Philip, France's President Charles de Gaulle and others. NBC News correspondents David Brinkley and Chet Huntley provided the voice description of this procession. There was also a segment picking up the pipers of the Black Watch from Scotland. The procession continued to the interior of the cathedral.

Each of the eight reporters covering the event was in a separate "studio," set up in shallow cubicles along one wall of the Peacock Studio. Each newsman was provided with a television monitor and an NBC technician to assist in the transmission.

Immediate response from the relay points in Europe indicated that picture quality was excellent and the transmission was completed without difficulty. The immediate report from Geneva termed the relay coverage "magnificent -- overwhelming!"

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3 - Relay

Later in the day, NBC fed two transmissions to Japan via a later pass of the Relay satellite -- the first from 2:05 p.m. to 2:20 p.m. EST covering the Arlington Cemetery ceremonies live, and later from 5:50 to 6:05 p.m. EST, reviewing earlier events in Washington.

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NBC-New York, 11/25/63

NBC TELEVISION NETWORK NEWS

November 25, 1963

MILLIONS OF VIEWERS WITNESSED LIVE NBC TELECAST OF FATAL SHOOTING OF LEE H. OSWALD

Millions of viewers saw the live NBC telecast yesterday (Nov. 24) of the fatal shooting -- as it happened -- of Lee H. Oswald, accused of the assassination of President Kennedy.

This was the first time in television's 15-year history that a real-life homicide occurred in front of live cameras.

NBC-TV cameras were trained on Oswald, flanked by detectives, as he stepped onto a garage ramp in the basement of the Dallas city jail for transfer into an armored truck.

Suddenly, out of the lower right corner of the TV screen, came the back of a man. A shot rang out and Oswald was heard gasping as he started to fall, clutching his side.

NBC News correspondent Tom Pettit, at the scene, reported with restrained urgency:

"He's been shot! He's been shot! Lee Oswald has been shot! There is absolute panic. Pandemonium has broken out."

Viewers saw the police swarming over the back of the assailant, Jack Ruby, a Dallas nightclub operator. Minutes later Pettit interviewed a police officer who said he knew the assailant as a local man who was frequently at the police station.

The entire scene was repeated by tape five minutes later, at 12:25 p.m. EST and again shortly afterward.

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Before the dramatic shooting, NBC-TV had switched back to NBC News correspondent Frank McGee, anchorman in New York, after a remote pickup from Hyannis Port, Mass., on the condition of the late President's father, Joseph P. Kennedy.

Meanwhile, in a nearby control room, pictures from Dallas were being viewed over a closed-circuit monitor. Then, just before Oswald was due to come onto the garage ramp, NBC News director-producer Fred Rheinstein, in a mobile unit at the scene, flashed word to New York that Oswald was about to come out.

On-the-air producer Chet Hagan, in the New York control room, immediately ordered the network coverage to shift to Dallas. As a result, NBC-TV viewers saw the shooting as it happened.

Pettit, 32, was born in Cincinnati, Ohio, and grew up in Waterloo, Iowa. He was graduated from Iowa State Teachers College in 1953 and received an M. A. in American Studies at the University of Minnesota in 1958.

He joined NBC News in New York in 1960 after assignments with stations KCRG, Cedar Rapids, and WRCV, in Philadelphia. He has worked for NBC News in Los Angeles since 1961. Pettit lives with his wife and four children in Woodland Hills, a suburb of Los Angeles.

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NBC-New York, 11/25/63

PERSONAL REACTIONS OF NBC NEWSMEN

Following are excerpts from views of NBC Newsmen reflecting their reactions on events following President Kennedy's assassination. The views were expressed during coverage of the events on the NBC Television and Radio Networks.

Chet Huntley: "There is in this country, and there has been for too long, an ominous and sickening popularity of hatred. The body of the President, lying in Washington, is the thundering testimonial of what hatred comes to and the revolting excesses it perpetrates... You and I have heard, in recent months, someone say, 'Those Kennedys ought to be shot.' A well-known national magazine recently carried an article saying Chief Justice Warren should be hanged. In its own defense it said it was only joking...It might be the hope and the resolve of all of us that we have heard the last of this kind of talk, jocular or serious; for the result is tragically the same."

Edwin Newman: "The main point that emerges from the day's events is that the United States is still a country of violence. Violence plays a part in our political life, and not only through assassination. We have seen that in the last three years, and the years before that...We shall hear much in the next few days about the need to bind up the wounds of the nation, about the need for all Americans to stand together. We may treat those words as empty slogans or as real needs to be genuinely met. Whatever we do, there can be no guarantee that what happened today will not happen again. But what is within our power, we should do. It is within our power to be more serious about our public life."

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David Brinkley: "There is seldom any time to think any more, and today there was none. In about four hours, we had gone from President Kennedy in Dallas alive to back in Washington dead, and a new President in his place. There is...really no more to say except that what happened has been just too much, too ugly and too fast."

Robert Abernethy: "It is so humbling. We think it could happen in a new country or one just learning democracy. It happened to us...One thinks of the future of all of us: Will we now walk with a little less arrogance, a little more consciousness of how ephemeral are those things that command most of our time? And can we, in some way, in the name of John Kennedy, devote ourselves anew to that business that is so unfinished, the creation of a race of men who can live together?"

Martin Agronsky: "We are a democracy, but there is a continuity to the office of the Presidency that is not unlike the inexorable law of royal succession. In our system of government, the axiom of democracy is no different than that of monarchy -- the President is dead; long live the President. It was this that was implicit in a simple, yet dramatic and harshly realistic housekeeping chore that was performed this afternoon (Friday) in the White House. It was witnessed by and deeply moved the Senate majority whip, Hubert Humphrey of Minnesota. Mr. Humphrey by chance was standing in the corridor outside the door of the President's Oval Room office in the White House just a few minutes after it was confirmed that John Fitzgerald Kennedy was dead....As he leaned against the wall, one of Mr. Kennedy's secretaries walked slowly into the Oval Room. She stood for a moment before the Presidential desk. Then methodically she began to remove the personal knickknacks and mementos ranged along the desk top...It was, of course, a meaningful and symbolic chore. It cleared

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the desk in this material fashion for the man who must take up the unfinished affairs of state which fate, in the form of an assassin's bullets, has ordained that John Kennedy shall never finish."

John Chancellor (reflecting on a mass memorial meeting in West Berlin): "The giant bell of the city hall, called the Freedom Bell, a gift to Berlin from the people of the United States, rang deeply for about a minute when Mayor Willy Brandt stopped speaking. After the tolling of the bell, the meeting ended, but the 40,000 people stood in their places for a moment or two of absolute, dead, total silence. It was an uncanny moment as all those people stood there in complete silence thinking of John Kennedy and what he and the United States meant to them."

Joseph Peters in Belgrade: "Crowds gathered around radio, TV, and newspaper offices hoping to learn the news was untrue. Even I received telephone condolences from high and low."

John Rich in Tokyo: "The hammer and sickle flag flew at half mast over the Soviet embassy in Tokyo...and this unusual sight somehow didn't seem out of place at all to Americans here. The Asians among whom we thousands of Americans live made touching efforts to share the...grief."

Wilson Hall in Rio de Janeiro: "People going home from work stopped at the American embassy to ask if the news could be true... Rio radio and TV, which were off the air today because of a strike, went back to work 'to inform the nation of the world's tragedy.' Church bells are tolling in Brazil."

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NBC-New York, 11/25/63

November 25, 1963

NBC'S TV AND RADIO NETWORKS RESUMING REGULAR PROGRAMMING
AFTER SPECIAL COVERAGE OF STORY OF PRESIDENT KENNEDY'S
ASSASSINATION AND FOLLOWING EVENTS

The NBC-TV Network will resume its regular daily program schedule Tuesday, Nov. 26, with the "Today" show (7-9 a.m. EST).

Programs, pre-empted by NBC-TV's extensive special coverage of events following the assassination of President John F. Kennedy, will be rescheduled for later dates.

NBC's special TV coverage of the assassination story began at 1:53 p.m. EST, Friday, Nov. 22, and scheduled programming and commercials were canceled for the special coverage that followed.

Any changes for programs, previously announced to be telecast after Nov. 26, will be announced on an individual basis.

The NBC Radio Network will resume its regular daily program schedule Nov. 26, with the "News on the Hour" broadcast at 7 a.m. EST.

NBC Radio's special coverage of events following the assassination of President Kennedy began Friday, Nov. 22 and will conclude with the network's sign-off tonight (Nov. 25). All scheduled NBC Radio programming and commercials were canceled for the special coverage.

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November 26, 1963

HOW NBC GAVE EXTENSIVE TELEVISION AND RADIO COVERAGE TO STORY
OF PRESIDENT KENNEDY'S ASSASSINATION AND ITS AFTERMATH

NBC-TV's comprehensive coverage of events following the assassination of President Kennedy totaled 71 hours and 36 minutes -- more coverage than was presented on any other television network. NBC-TV remained on the air continually for the last 41 hours and 18 minutes of this period -- from 8 a.m. EST Sunday, Nov. 24, until 1:18 a.m. EST today (Tuesday, Nov. 26).

The NBC Radio Network carried 68 hours and 11 minutes of coverage of the national tragedy and its aftermath.

Coverage of President Lyndon B. Johnson's address before a joint session of Congress will be carried live on the NBC-TV and NBC Radio Networks Wednesday, Nov. 27. The address is scheduled for 12:30 p.m. EST.

The NBC News coverage, which spanned four days, began Friday, Nov. 22, at 1:39 p.m. EST on radio and six minutes later on television. From then on, normal programming was canceled until today.

In addition to this special coverage, NBC-TV's "Today" show devoted half its time to the President's death after resuming regular programming this morning (7-9 a.m. EST). Highlights of President Kennedy's funeral Monday were presented in "Today's" news segments. In Washington, NBC News correspondent Martin Agronsky interviewed Senators Paul Douglas (D.-Ill.) and Clifford Case (R.-N.J.) on what effect the President's death may have on civil rights and other
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legislation. Reaction in New York to the President's death was reported by host Hugh Downs, Jack Lescoulie and Pat Fontaine.

NBC News mobilized more than 400 newsmen and technicians for its vast coverage operation, sending correspondents, camera crews and other personnel to Dallas, Washington, Boston and Hyannis Port as the story developed.

In covering the President's funeral Monday, Nov. 25, NBC-TV used 44 cameras in more than 65 locations. Twenty-three of these NBC cameras were used for pool coverage by the three networks and 21 were employed in NBC's own coverage. To augment its Washington facilities, NBC sent scores of newsmen, cameramen and engineers to that city from New York and other places.

NBC-TV's continuous live coverage of the President's funeral began at 10 a.m. EST Monday with the departure of Mrs. Kennedy and members of the family and White House staff in a seven-limousine cavalcade for the Capitol. The cameras covered successively the removal of the President's casket from the Capitol, the return of the cortege to the White House, the heads of state and other dignitaries joining Mrs. Kennedy and family members in procession on foot to St. Matthew's Cathedral, the pontifical low mass said by Richard Cardinal Cushing of Boston, the procession to Arlington Cemetery and the graveside services.

A poignant scene in the solemn ceremonies, which NBC alone carried live, was a view of three-year-old John Kennedy saluting as the President's casket was carried from St. Matthew's Cathedral.

Coverage of the funeral procession was transmitted to Free World and Iron Curtain countries around the globe via the Relay satellite. The historic transatlantic telecast, transmitted through the facilities of the National Broadcasting Company, was scheduled

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to be carried live by 23 countries, the largest number ever to show live satellite pictures simultaneously and the largest television network ever assembled. In addition, East Germany and Yugoslavia recorded the telecast for later presentation.

Eight reporters in separate announce booths in NBC's Peacock Studio in New York described the procession in their own languages. Their words were carried by radio or cable to their countries simultaneously with the Relay satellite picture transmission.

Within a few hours after the Relay transmission, praise for it began arriving in New York. The favorable reaction came first from France and England. It was reported that Soviet citizens huddled around an estimated 7,000,000 TV sets to watch the funeral ceremonies. Altogether, a potential audience of about 300 million were believed to have been joined through the combined Eurovision and Eastern Europe Intervision networks. In Japan, where the ceremonies were received from a later pass by Relay, an estimated 95 million were expected to view the special programming.

Since Friday afternoon, NBC International has made live, taped and filmed highlights of NBC-TV's coverage available to 14 countries around the world. These highlights total about 15 hours.

NBC-TV's coverage Monday night included two 90-minute special programs. One of these, "LBJ Report No. 1," a biography and evaluation of President Lyndon B. Johnson, included a taped interview with veteran news commentator H. V. Kaltenborn by News Director Bill Gordon of Station WPTV in Palm Beach, Fla. After the program, President Johnson called Kaltenborn to thank him for the kind words he had said.

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The other 90-minute special program, "In Memoriam," presented readings of poetry and prose, including some of President Kennedy's own writings, by distinguished actors Howard Lindsay, Maurice Evans, David Wayne, Jason Robards Jr., Hume Cronyn and Christopher Plummer. Interspersed with these readings, scenes of the United States were shown, accompanied by appropriate music.

"Requiem," a full-hour special program Monday night, presented silent film footage of the funeral ceremonies as Brahms' "Requiem" was played. This was followed by a memorial concert, also a one-hour program, from Constitution Hall in Washington. The concert was given by the National Symphony Orchestra, Howard Mitchell conducting.

At 6:45 p.m. EST Monday night, NBC-TV carried a repeat telecast of a taped British television program entitled "A Tribute to John F. Kennedy." This 19-minute program was a special presentation of the show "That Was the Week That Was." It was first shown on NBC-TV Sunday night. NBC has received more than 1,000 telephone calls from viewers expressing high praise for this program.

Monday's programming also included live coverage of the reception by President Johnson for foreign dignitaries at the State Department Building in Washington.

NBC-TV was the only television network to present live coverage throughout Sunday night and Monday morning of the thousands of mourners who viewed President Kennedy's bier in the Great Rotunda of the United States Capitol.

At 12:20 p.m. EST Sunday, millions of viewers watching NBC saw the fatal shooting of Lee H. Oswald, accused of the President's assassination, as it happened, in a live telecast. NBC was the only network on the air with this scene at the moment.

FROM: THE AMERICAN POLITICAL SCIENCE ASSOCIATION
1726 MASSACHUSETTS AVENUE, N.W.
WASHINGTON 6, D.C.

WASHINGTON, D. C. -- The American Political Science Association, conducting a study under a grant from the National Broadcasting Company, announced earlier this year by Robert W. Sarnoff, NBC Board Chairman, has received more than 400 recommendations for ways of improving the Presidential Debates on radio and television in 1964. These were in response to an APSA request for proposals from the national and state party chairmen, from Congressmen and Governors.

The grant was made after Mr. Sarnoff had reiterated last March, in testimony before a Congressional Committee, NBC's intentions again to carry debates between political candidates. Mr. Sarnoff pointed out that although there had been general recognition of the value of the broadcast debates of 1960, questions had been raised about their format. "We should start now," he said, "to refine the format of these televised encounters, seeking even more effective ways of assisting the American voter to make an informed choice."

The political leaders' recommendations for the form of such debates represent about a 75 per cent response to a letter sent by a nine-man Special Committee of APSA.

Evron M. Kirkpatrick, APSA's Executive Director, said the response was the "heaviest I have ever experienced and demonstrates the widespread interest in perfecting this instrument of enlightenment."

Mr. Kirkpatrick said some of the suggestions took the form of presentations running to 11 pages. "All of them," he said, "will receive the thoughtful attention of the committee."

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In making the grant, Mr. Sarnoff said NBC had chosen the APSA, the nation's major professional organization devoted to the study of government and politics.

The Special Committee is headed by Dr. Carl J. Friedrich, 1962-63 APSA President and Eaton Professor of the Science of Government at Harvard University.

Dr. Friedrich said the Special Committee would make known its recommendations for conducting future Presidential Debates early next Spring.

Other members on the Special Committee are: Mr. Kirkpatrick; Harold Laswell, Professor of Law and Political Science, Yale University; Richard Neustadt, Professor of Government, Columbia University; Peter Odegard, Professor of Political Science, University of California at Berkeley; Elmo Roper, Senior Partner, Elmo Roper and Associates; Gerhart Wiebe, Dean of the School of Public Relations and Communications, Boston University; Charles A. H. Thompson, Rand Corporation; and Telford Taylor, Columbia University Law School.

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Nov. 26, 1963

November 26, 1963

NBC INTERNATIONAL PROVIDED 14 NATIONS' WITH COMPREHENSIVE TV
COVERAGE OF EVENTS FOLLOWING PRESIDENT'S ASSASSINATION

Since the assassination of President John F. Kennedy last Friday (Nov. 22), NBC International has provided the most complete coverage of the subsequent events of any network -- making available live, taped and film highlights to a total of 14 countries.

This is in addition to the special feed to eight European countries via Relay satellite, cable and radio with voice description of yesterday's (Monday's) funeral procession. Reporters from both British networks, the Netherlands, France, Denmark, West Germany, Ireland and Sweden broadcast from special studios at NBC.

NBC also fed from the pooled coverage of the funeral to 25 European countries, including the Communist Intervention nations. Two special Relay transmissions were made of yesterday's highlights to Japan.

After the assassination Friday, arrangements were made through NBC International with both the CBC and CTV networks in Canada for live and taped feeds from the NBC-TV and NBC Radio Networks, which continued throughout the day.

Telesistema Mexicana, Mexico's television network, carried live coverage from NBC-TV through special lines set up from affiliate WBAP-TV (Fort Worth-Dallas) on Friday and again for most of the day Sunday and Monday. This coverage was with network sound, interspersed periodically with comments in Spanish, and included the shooting of Lee H. Oswald on Sunday.

(more)

Latin American television networks -- in Venezuela, Panama, Puerto Rico, Argentina, Uruguay and Colombia -- received from NBC International a two-and-one-half-hour edited film of Monday's funeral procession -- 15 hours of film tape of the same coverage was flown last night to Brazil.

Monday night's tribute, "In Memoriam," and "LBJ Report No. 1," shown on NBC-TV--three hours of programming -- were flown to Mexico, Japan, Australia and elsewhere in the Far East, as was a "hot kine" of first events following Friday's assassination, which were recorded by NBC on the West Coast. The same areas, including Hong Kong and the Philippines, received film yesterday of two and one-half hours of the funeral procession--about 10 hours of filmed material.

Arrie Kleywegt, one of the Netherlands' most popular television news reporters, flew to New York to cover Monday's funeral procession, leaving last night with a film to be shown today on NTS, Holland's television network. He viewed NBC-TV coverage in an NBC International office in New York throughout the day, making notes, and edited his comments preparatory to the broadcast of the coverage there today.

Kleywegt, who was one of eight foreign correspondents describing the funeral procession from monitors set up at NBC yesterday, had last been here to cover the late President Kennedy's inauguration.

NBC International worked on a 'round-the-clock basis from NBC News headquarters throughout the weekend, providing -- for all foreign TV making requests -- highlights of the coverage from Friday through Monday afternoon.

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NBC-New York, 11/26/63

November 26, 1963

PRESIDENT JOHNSON PHONES H.V. KALTENBORN TO EXPRESS APPRECIATION
FOR COMMENTATORS' REMARKS ON "LBJ REPORT NO. 1" TELECAST

President Lyndon B. Johnson called veteran news commentator H. V. Kaltenborn last night to express his appreciation for the comments made by Kaltenborn on the NBC News television special, "LBJ Report No. 1."

The 90-minute program, telecast at 9 p.m. EST, Monday (Nov. 25), was a biography and evaluation of President Johnson. Kaltenborn's remarks were taped earlier at station WPTV, Palm Beach, Fla., by the station's news director, Bill Gordon.

On "LBJ Report No. 1" Kaltenborn said that the nation was "most fortunate to have a strong man follow a strong man" and that President Johnson was "the type of man we like to see come through in an emergency."

In the telephone call following the telecast, said Kaltenborn, President Johnson, expressing himself in a friendly fashion, said how much he appreciated the newsman's comments, especially coming at this time.

Kaltenborn also said that President Johnson "invited me to call on him when I come to Washington for he would like to chat with me and get to know me better."

"That the President of the United States took the trouble to call me, just a reporter, on a night such as last night," said

(more)

Kaltenborn, "shows something of his character. I was surprised that he even took the time to tune in to the program."

"I was more flattered on this occasion than the last time a President paid me a particular comment," added Kaltenborn referring to former President Truman's famous imitation of him after his election in 1948.

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NBC-New York, 11/26/63

NBC TELEVISION NETWORK NEWS

November 26, 1963

PRAISE REACHES NEW YORK FROM OVERSEAS FOR TRANSMISSION OF KENNEDY FUNERAL PROCESSION VIA RELAY SATELLITE

Praise for Monday's Relay Satellite transmission of the late President Kennedy's funeral procession began arriving in New York early Monday evening.

Reaction to the historic transatlantic telecast, transmitted through the facilities of the National Broadcasting Company to Relay satellite, came first from France and England:

"One could sense that throughout the transmission that viewers in France were taking part in the grief and the emotion of the United States. The program made a tremendous impact on the French people. In the streets people crowded round sets in shop windows and cafes to watch. Here in Radio Transfusion Francaise, staff members left their work to find the nearest monitor. We were deeply impressed and moved."-- (Signed Georges Crozes, in charge of international programmes for RTF in Paris.)

"This deeply moving transmission was successfully received by the BBC. We are extremely grateful for this most memorable programme." -- (from BBC.)

"Please pass this message to all responsible in the United States for today's satellite transmission. You enabled all Britain to participate directly in the deeply moving farewell to this great man." -- (Signed Geoffrey Cox, Editor, ITN in London.)

(more)

Other reports had Soviet citizens huddled around TV sets (an estimated seven million) to hear a description of the Washington ceremonies received from Relay. This in turn was seen in East Germany, Czechoslovakia, Poland, Hungary, Bulgaria and Romania.

The government-owned Japan Broadcasting Corp., which received the ceremonies at Arlington from a later pass by Relay, said the reception was perfect. Japan planned to run tapes later in the day (the ceremonies were received live in Japan at 4:05 a.m. Japan time). An estimated 95 million were due to see it later in the day on the taped re-run in Japan.

A potential audience of about 300 million was believed to have been joined through the combined Eurovision and the eastern Europe Intervision networks.

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NBC-New York, 11/26/63

NBC COLOR TELEVISION NEWS



November 26, 1963

WEST GERMANY'S CHANCELLOR ERHARD PROCEEDS

WITH INTERVIEW ON "MEET THE PRESS"

West German Chancellor Ludwig Erhard will go ahead with his plans to appear as guest on NBC's "Meet the Press" Sunday, Dec. 1, as previously announced by NBC.

The program will be taped in Washington by NBC today (Nov. 26) after Chancellor Erhard pays his first visit to President Lyndon B. Johnson. He will depart for his return to West Germany tonight.

The program will be presented on NBC-TV in color Sunday, 6-6:30 p.m. EST and will be broadcast on NBC Radio 6:30-7 p.m. EST.

The chancellor had originally been scheduled to pay his first visit to the late President Kennedy this week and had planned to tape his "Meet the Press" appearance Nov. 27.

Members of the panel who will interview him include Marquis Childs of the St. Louis Post Dispatch, James Reston of the New York Times, Peter Lisagor of the Chicago Daily News and Elie Abel of NBC News. Lawrence E. Spivak, producer of the program, will be moderator.

The "Meet the Press" program with French Minister of Foreign Affairs Maurice Couve de Murville, which was to have been broadcast last Sunday (Nov. 24) via Relay satellite between New York and Paris, will be presented on a date to be announced.

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November 26, 1963

REPRESENTATIVE JAMES ROOSEVELT, IN REMARKS
IN CONGRESSIONAL RECORD PRAISES UPCOMING
"WORLD'S GREATEST SHOWMAN" TELECAST
- - -
Color Special Honors Career of Cecil B. DeMille

Representative James Roosevelt (D.-Calif.) paid tribute in the Congressional Record to NBC-TV's upcoming program, "The World's Greatest Showman." The ninety-minute color special, a study of Cecil B. DeMille's motion picture career, will be telecast Sunday, Dec. 1 (8:30-10 p.m. EST).

Concluding his remarks to his colleagues in the House of Representatives, Mr. Roosevelt said the nation is indebted to Metro-Goldwyn-Mayer Television for "the distinguished production of 'The World's Greatest Showman,' the legend of Cecil B. DeMille, which will be presented as a 90-minute spectacular on the NBC-TV Network...with many of movieland's past brightest stars contributing their services in tribute to a truly great American."

The following is the complete text of Mr. Roosevelt's remarks, printed in the Congressional Record:

Mr. Speaker, it has been my privilege, since coming to Congress, to represent a part of the great motion picture industry of California. No one will deny that in the 20th century it has contributed to the swift development of California as well as to our Nation in many recorded and unrecorded ways.

(more)

This phenomenon runs a close parallel to the birth and growth of its motion picture industry which has nurtured and helped build radio and television as supplementary mass media of entertainment and information. Amongst the companies in my district which have been outstanding in leadership in this area is Metro-Goldwyn-Mayer, whose roaring lion has become a national symbol. There is no single person to whom this achievement owes more than to the man known around the globe as "The World's Greatest Showman" -- Cecil B. DeMille. Although he was born in 1881 near Ashfield, Mass., California is proud to claim him as its son -- even if by adoption, for without his pioneering efforts one doubts whether Hollywood and its environs, such as Culver City, ever would have become the world's entertainment capitol.

I deem it a privilege to bring to the attention of my colleagues in Congress the fact that we are approaching the 50th anniversary of the first full-length motion picture, "The Squaw Man," produced by DeMille at a cost of \$15,000 from a barn which he had rented in a little-known suburb of Los Angeles called Hollywood.

History designates DeMille as the world's most successful producer-director whose films have grossed over \$1 billion. In 1923, he produced his first big silent movie spectacular, "The Ten Commandments," and in 1956, DeMille brought out its second version -- this time in color and with sound. The evangelist, Billy Graham, has referred to him as "a prophet in celluloid who had the privilege in bringing some of the word

(more)

of God to more people than any other man." DeMille also will be remembered as the owner and developer of the first commercial airline in the United States -- the man who took complete charge of the Hollywood bond drive in World War II -- the man who designed the regulation uniforms in use today at the Air Force Academy in Colorado Springs. Whether he was filming a Bible drama, the story of the Union Pacific, Cleopatra or "The Plainsman," whatever DeMille did, he did profitably with distinction and honor. His career of 45 years in turning out movie spectaculars may well serve as an example of what a citizen's enterprise and dedication to work can accomplish in a democracy such as ours.

That is why I believe the Nation is indebted to Metro-Goldwyn-Mayer Television for its distinguished production of "The World's Greatest Showman," the legend of Cecil B. DeMille, which will be presented as a 90-minute color spectacular on the NBC-TV Network, Sunday, Dec. 1, with many of movieland's past brightest stars contributing their services in tribute to a truly great American.

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NBC-New York, 11/26/63

November 27, 1963

ELGIN AND SCRIPTO TO SPONSOR FULL-HOUR NBC-TV NETWORK SPECIAL,

'JONATHAN WINTERS PRESENTS: A WILD WINTERS NIGHT'

Art Carney and New Christy Minstrels Will be Winters' Guests

The secret ingredient will be versatility when Jonathan Winters gets together with his guests Art Carney and the New Christy Minstrels on his hour-long special, "Jonathan Winters Presents: A Wild Winters Night," Thursday, Feb. 20 (NBC-TV, 7:30-8:30 p.m. EST).

The Elgin National Watch Co. and Scripto will sponsor the show through McCann-Marshalk.

The program will feature comedy sequences filmed on location in addition to segments which will be taped at the NBC studios in New York.

Winters is an inventive comedian with an extensive range of vocal characterizations and he can change characterizations at the drop of a hat. In fact, one of his specialties is to do a series of instant improvisations by utilizing various hats to set the stage for his comedic portrayals.

The comedian has donned many showbusiness hats in his career. This season Winters is committed to a series of 10 exclusive TV guest appearances on NBC-TV's "The Jack Paar Program" -- the only exception being his own special. Also, he is a regular on NBC Radio's "Monitor Comedy Time."

Winters is one of the stars of the recently released comedy motion picture, "It's a Mad, Mad, Mad, Mad World." He has appeared on the Broadway stage in John Murray Anderson's "Almanac." Currently,

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he has five record albums available -- "The Wonderful World of Jonathan Winters," "Down to Earth with Jonathan Winters," "Here's Jonathan," "Another Day, Another World" and "Humor Seen Through the Eyes of Jonathan Winters."

In previous video seasons, Winters starred in a Summer replacement series, "And Here's the Show," on the "NBC Comedy Hour" and a weekly series, "The Jonathan Winters Show," all on NBC-TV, as well as having appeared with Garry Moore, Arthur Godfrey, Andy Williams and others.

Guest star Art Carney also has demonstrated his penchant for versatility by wearing the twin masks of comedy and tragedy. In TV comedy, he created the memorable role of sewer worker Ed Naughton in Jackie Gleason's "Honeymooners" sketches and starred in "Harvey," "Art Carney Meets Peter and the Wolf," and "Charlie's Aunt." In TV drama, he starred as an alcoholic in the one-man teleplay, "Call Me Back," as a South Seas recluse in "Victory" and as the last comedian on earth in "The Triumph of Gerald Q. Wert." His Broadway credits include the dramatic "The Rope Dancers" and the comedy, "Take Her, She's Mine."

Versatility, but in the field of music, denotes the folk-singing New Christy Minstrels. The performers, who describe themselves as singers-instrumentalists, play a wide range of musical instruments including guitar, banjo, bass viol, harmonica and fife.

"Jonathan Winters Presents: A Wild Winters Night" will be produced by George Schlatter. The director will be Dwight Hemion, who is also directing this season's eight NBC-TV Perry Como specials. George Spota will be executive producer for Wintergood Inc., the concern

(more)

packaging the show. Phil Shukin will be head writer, but Winters will contribute much of his own material.

This special program pre-empts "Temple Houston" on this date.

-----PROGRAM HIGHLIGHT FEB. 20-----

JONATHAN WINTERS PRESENTS: A WILD WINTERS NIGHT.
Art Carney and the New Christy Minstrels will be
guests of Jonathan Winters in a full-hour special.

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NBC-New York, 11/27/63

November 27, 1963

Attention, Sports Editors

NBC-TV TO COVER 8 POST-SEASON FOOTBALL GAMES IN DECEMBER
AND JANUARY--5 GAMES TO BE TELECAST IN COLOR

NBC Radio Will Broadcast 4 Games

Eight post-season football games will be televised by the NBC-TV Network during December and January, and five of them will be presented in color, according to Carl Lindemann Jr., Vice President, NBC Sports.

The NBC Radio Network will broadcast four of the games between Dec. 28 and Jan. 1. NBC will carry more post-season football on television and radio than any other network.

The eight-game schedule on NBC-TV follows (air times are listed):

Saturday, Dec. 14 (4 p.m. EST) -- 18th annual
Junior Rose Bowl Game at Pasadena, Calif.

Saturday, Dec. 21 (in color, 1 p.m. EST) -- Fifth
annual Liberty Bowl Game at Philadelphia Stadium.

Saturday, Dec. 28 -- (4:45 p.m. EST) -- 39th
annual East-West Shrine Game at Kezar Stadium, San
Francisco.

Sunday, Dec. 29 -- 30th annual National Football
League Championship Game, in park of Western Conference
titleholder (time to be announced).

Wednesday, Jan. 1 (in color, 1:45 p.m. EST) -- 30th
annual Sugar Bowl Game at New Orleans.

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Wednesday, Jan. 1 (in color, 4:45 p.m. EST) -- 50th annual Rose Bowl Game at Pasadena, Calif.

Saturday, Jan. 4 (in color, 2 p.m. EST) -- 15th annual Senior Bowl Game at Ladd Memorial Stadium, Mobile, Ala.

Sunday, Jan. 12 (in color, 4 p.m. EST) -- 14th annual Pro Bowl Game of the National Football League at Los Angeles Coliseum.

The East-West, NFL Championship, Sugar Bowl and Rose Bowl games will be covered by NBC Radio as well as NBC-TV. Air times on radio will be the same as on television. The air times of these four games will be 15 minutes before kickoff.

This is the 13th consecutive year that NBC will televise football's oldest bowl classic, the Rose Bowl Game. It is the ninth straight year on NBC-TV for the NFL Championship and East-West games, the seventh straight for the Sugar Bowl, Senior Bowl and Pro Bowl games, and the fifth straight for the Liberty Bowl Game. This will be the first time the Junior Rose Bowl Game is being televised nationally.

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NBC-New York, 11/27/63

November 27, 1963

MORE THAN 500 MEMBERS OF THE NBC NEWS TEAM POOLED EFFORTS
FOR COVERAGE OF EVENTS SURROUNDING KENNEDY ASSASSINATION

More than 500 members of the NBC News team here and around the world pooled their efforts to provide extensive TV and radio coverage of the events surrounding the death of President John F. Kennedy.

The group included reporters, producers, directors, and other staff men assigned to editorial duties, plus engineers, technicians, sound and camera personnel, and others assigned to technical operations. All were under the supervision of William R. McAndrew, Executive Vice President in charge of NBC News.

From 1:45 p.m. EST, on Friday, Nov. 22, until early Tuesday morning, Nov. 26, the full force of NBC News was assigned to coverage of the assassination and its aftermath.

Live camera coverage began at 1:53 p.m. EST, in NBC's "instant news central" on the fifth floor of the network's headquarters in New York City. Frank McGee, Bill Ryan, Chet Huntley, David Brinkley, and Merrill Mueller were the pivotal men around whom the NBC News team operated throughout the eventful four days. Special reports from the centers of news were supplied by Edwin Newman, Sander Vanocur, Ray Scherer, Elie Abel, Robert Goralski, Martin Agronsky, Nancy Dickerson, Herbert Kaplow, Peter Hackes, Bryson Rash, Richard Harkness, Robert Abernethy, and Russ Ward, among other reporters stationed in the U. S. Reports from abroad came from John Chancellor, Bonn; Joseph C. Harsch, London; John Rich, Tokyo; Welles Hangen, Berlin; Bernard Frizell, Paris; Irving R. Levine, Rome, and other NBC foreign correspondents.

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Chet Hagan, Reuven Frank, and Craig Fisher served as producers, alternating three production teams each day.

Within minutes after the shooting, the first live reports originating from Dallas were on the air. A mobile unit of WBAP-TV, the NBC affiliate in Fort Worth-Dallas, already was on the streets covering the parade for the President when the assassination took place. WBAP-TV reporter Charles Murphy supplied the network with the first on-the-scene reports. In addition, NBC correspondent Robert MacNeil and cameraman David Weigman, who had accompanied the Presidential party from Washington, provided film and voice reports.

To augment the Dallas complement, NBC News correspondent Tom Pettit and producer Fred Rheinstein were ordered to the Texas city from their regular posts in Los Angeles.

Meanwhile, back in New York, a Pan American 707 jetliner was chartered by NBC News, and a group of 35 newsmen, writers, production men, and others was ordered to fly to Dallas. Because of the swift return of the President's body to Washington, the flight was diverted to the nation's capital and the group joined the regular staff of the NBC News bureau there for the remainder of the coverage.

According to William H. Trevarthen, NBC's Vice President, Operations and Engineering, a total of 33 mobile units, containing from one to six cameras each, was brought into operation to cover the story. They included four that were built in Washington by transforming station wagons and passenger cars into emergency TV studios.

Mobile units were moved to Washington from Philadelphia, Norfolk and Pittsburgh. Units also were ordered to Boston and Hyannis Port.

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Trevarthen said there were 13 mobile units in operation in Washington alone, and 44 NBC cameras in use just in New York and Washington. NBC provided 23 cameras, almost half, for the three-network pool coverage in Washington.

Twenty-two tape recorders were used in the four-day coverage. More than 1,000 miles of tape were made.

In addition, NBC facilities were used in transmitting a report of President Kennedy's funeral on Monday to Europe and North Africa via the Relay communications satellite. From 11:36 a.m., to 1:05 p.m. EST, 23 countries across the Atlantic, including most nations in Western Europe and all but Albania behind the Iron Curtain, received the telecast.

Working under Mr. McAndrew to coordinate the NBC News operation were Julian Goodman, Vice President, NBC News; Robert Northshield, General Manager, NBC News; Rex Goad, Director, NBC News; Malcolm R. Johnson, NBC News Manager; Donald Meaney, Director NBC News Programs; Russell C. Tornabene, Manager, NBC News Operations; and Arthur Wakelee, Weekend Manager, NBC News.

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NBC-New York, 11/27/63

NBC TRADE NEWS

November 27, 1963

RONALD S. FRIEDWALD IS NAMED MANAGER, RATINGS, NBC

Ronald S. Friedwald has been named Manager, Ratings, for the National Broadcasting Company, it was announced today by Paul L. Klein, Manager, Audience Measurement.

Mr. Friedwald joined the network this month after 13 years with three advertising agencies in New York City. After service in the Army during World War II, Mr. Friedwald completed studies toward a degree from New York University in 1950.

He then joined Grey Advertising Inc., later working for the Emil Mogul Company, then Doyle Dane Bernbach, and most recently, Mogul, Williams & Saylor Inc., where he was media director. This last agency was formed from the Emil Mogul Company.

Mr. Friedwald and his wife, the former Mary Etta Nelson of Bon Secour, Ala., live at Croton-on-Hudson, N. Y. They have a son, Ronald, 9.

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November 27, 1963

AN NBC PAGE HONORS MEMORY OF PRESIDENT KENNEDY

Chris Wallace, a page at NBC in New York was so moved by the television scenes of Americans passing by the draped casket of President Kennedy, that he wrote a personal tribute which was read on NBC-TV by Bill Ryan.

This was Wallace's tribute:

A MAN PASSED OUR WAY

A man, with twinkling eye, tousled hair and ready smile, passed our way.

A man, with faith and compassion, and whose only hatred was directed toward injustice, passed our way.

A man, with learning, memory and foresight, passed our way.

A man, with appropriate words and ideas at appropriate times, passed our way.

A man, with goodness and vision and friends and cheerfulness and love, passed our way.

And as he passed, he touched us all --

And as he touched us all, he took a part of us with him; a vital part.

And as he took this part of us, he left a part of himself; it, too, was a vital part.

A man, with courage, who took our heart, passed our way.

As he is sustained in our heart,
So are we sustained in his courage.

Wallace, is a native of Delaware, Ohio, and a graduate of Ohio Wesleyan University.

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NBC COLOR TELEVISION NEWS

November 29, 1963

'RETURN TO OZ,' ORIGINAL ANIMATED MUSICAL FANTASY

(BASED ON BAUM 'OZ' CLASSIC), WILL BE NBC-TV

COLOR SPECIAL SPONSORED BY GENERAL ELECTRIC

"Return to Oz," an animated musical fantasy featuring nine new songs, will be a full-hour color special presented by General Electric on NBC-TV Sunday, Feb. 9 (5-6 p.m. EST).

The filmed program will pre-empt two half-hour color series -- "Mutual of Omaha's Wild Kingdom" (5-5:30 p.m. EST) and "G-E College Bowl" (5:30-6 p.m. EST).

The original script of "Return to Oz" was written by Romeo Muller, based on L. Frank Baum's classic story, "The Wonderful Wizard of Oz." Original lyrics and music were composed by James Polack, Edward Thomas and Gene Forrell.

The story concerns the adventures of Dorothy who receives a letter in Kansas supposedly from her friends -- Socrates the Strawman, Dandy Lion and Rusty the Tinman -- imploring her to visit them. Donning her magic slippers, she is whisked to Munchkinville, where Glinda the Good Witch reveals the letter was actually written by Dorothy's nemesis, The Wicked Witch of the West. Dorothy sets out for the Emerald City to appeal to the Wizard for help, with Dandy, Socrates and Rusty joining her along the way. But the Wicked Witch, using her evil arts, places many dangerous pitfalls in their path.

(more)

2 - Return to Oz

The enchanting fantasy is interlaced with these songs:

"I Wanna Go Back" and "Moonbeam" sung by Dorothy; "Everywhere in Oz" sung by the choir; "We're Munchkins, Naturally" sung by Dorothy and the Munchkins; "He's a Dan, Dan, Dandy Lion" sung by Dandy; "I'm Heartless Through and Through" sung by Rusty; "You Can't Buy a Brain" sung by Socrates; "I'm a Wise Old Whiz of Wizard" sung by the Wizard; and "The Wickedest, Wicked Old Witch" sung by the Wicked Witch of the West.

Voices for the animated characters will be supplied by Susan Conway, Susan Morse, Larry Mann, Carl Banas, Alfie Scopp and Pegi Loder.

"Return to Oz" will be produced by Videocraft International in New York City with Arthur Rankin Jr. as producer and Jules Bass as co-producer.

PROGRAM HIGHLIGHT -- FEB. 9

RETURN TO OZ: Original animated musical fantasy--
(based on L. Frank Baum's "The Wonderful Wizard of Oz"), featuring nine new songs, tells of Dorothy's return to Munchkinville and her adventures with Dandy Lion, Socrates the Strawman and Rusty the Tinman. (Color.)

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NBC-New York, 11/29/63

NBC NEWS NOTES ON COVERAGE OF THE PRESIDENT KENNEDY
ASSASSINATION STORY AND SUBSEQUENT EVENTS

Perhaps the first television program Lyndon Johnson saw as the President of the United States was an NBC panel discussion of the institution of the Presidency and the personality of President Johnson.

Martin Agronsky reports that columnist William S. White, one of the panelists, had dinner with President Johnson after taping the program Sunday night and they watched the program together. Other panelists were Senator Eugene J. McCarthy (D.-Minn.) and Sidney Hyman, historian.

* * *

Robert MacNeil accompanied President Kennedy on his Texas trip. When the President was shot, MacNeil sped from the press bus, leaving his typewriter, briefcase and overcoat. His luggage was on the press plane. On Wednesday, MacNeil was still in Dallas minus all his belongings.

* * *

For filming President Kennedy's cortege and the ceremony in Arlington Cemetery, NBC had to bring into Washington 20 special lenses for distance shots. NBC Washington ordinarily has one such lens. The critical camera photographing Richard Cardinal Cushing delivering the service at Arlington was 250 feet away from him, so as not to intrude on the dignity of the service. A special, 80-inch telephoto lens was flown from Japan for this task.

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NBC correspondent Nancy Dickerson, was the first reporter to have the story on the first three letters written by President Johnson -- to JFK Jr., Caroline Kennedy and to the Secret Service commending officer Rufus Youngblood who threw himself over the then Vice President to protect him from the shooting.

* * *

Elie Abel, NBC State Department correspondent, had just returned from Honolulu where he covered Dean Rusk's talks on Viet Nam. He had had little or no sleep during the period of the conference and had been in bed for exactly one hour when his wife woke him with news of the assassination. Abel reported to work at NBC immediately and followed and reported developments deep into the night.

Herbert Kaplow had just returned from Caracas, Venezuela, to be honored by his Alma Mater, Queens College, N. Y. On landing he immediately reported to work.

* * *

Twelve mobile units were called to Washington from points as distant as Philadelphia, Pa., and Norfolk, Va.

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NBC-New York, 11/29/63

NBC TELEVISION NETWORK NEWS

November 29, 1963

Attention: Sports Editors

ORANGE COAST COLLEGE AND NORTHEASTERN OKLAHOMA A & M
ARE CHOSEN TO PLAY IN JUNIOR ROSE BOWL GAME
- - -
NBC-TV Network to Carry Dec. 14 Contest

Orange Coast College of Costa Mesa, Calif., and Northeastern Oklahoma A & M of Miami, Okla., have been selected to play in the 18th annual Junior Rose Bowl Game in Pasadena, Calif., Saturday, Dec. 14. The game will be televised nationally by the NBC-TV Network starting at 4 p.m. EST.

The selection was announced by the Junior Rose Bowl's Board of Management, consisting of six junior college administrators from the California State Athletic Commission and five members of the sponsoring Pasadena Junior Chamber of Commerce.

Both Orange Coast and Northeastern Oklahoma have completed nine-game schedules with undefeated and untied records. Both also have won 17 and lost one during the past two regular seasons.

This will be Orange Coast College's first trip to the Junior Rose Bowl Game, and Northeastern's third appearance. They will be competing for the National Junior College Football Championship.

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2 - Junior Rose Bowl Game

Coach Dick Tucker, in his second season at Orange Coast, directed the Pirates to their conference championship. This Fall his team scored 309 points to 43 for opponents.

Coach Red Robertson, completing his 19th season at Northeastern, saw his Golden Norsemen win the Oklahoma State JC crown and also defeat the No. One teams of five states -- Oklahoma, Colorado, Texas, Michigan and Kansas. The Norsemen scored 291 points to 72 for their opponents.

PROGRAM HIGHLIGHT--DEC. 14

18TH ANNUAL JUNIOR ROSE BOWL GAME -- Orange Coast
College of California and Northeastern Oklahoma
A & M clash for National Junior College Football
Championship in Pasadena, Calif., bowl contest.

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NBC-New York, 11/29/63

